JULY 21, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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"She make you carry that everywhere?"

PEOPLE GO TO EXTREMES TO BE WITHIN EAR-SHOT OF THEIR FAVORITE STORZ STATION

. . . . So in each of these 4 major markets more people listen to the STORZ STATION than to any other . . . by far.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

FIRST IN THEIR RESPECTIVE MARKETS

FRIENDS, MEDIA BUYERS, ACCOUNT EXECUTIVES

LEND ME YOUR EARS...

"The fellow sitting rather
self-consciously up there is me,
Howard Tullis. I own
the Tullis Company, Inc.,
Los Angeles ad agency.

This statement is — let's face it —
not necessarily unsolicited,
but it's true:
Having placed more than
$2,000,000 worth of L.A. radio-TV time,
I can say without reservation
that of all seven local
television stations, our clients
have received the
greatest return per dollar
from KCOP."

Howard, you're in good company.
More local advertisers choose
KCOP than any other station!
Specifically...

* **48 MORE ADVERTISERS THAN ANY OTHER STATION**
* **120 CLIENTS ADVERTISING EXCLUSIVELY ON KCOP**

**B.A.R. Report May 16, 1958*

AFTER ALL, WHO KNOWS THE MARKET BETTER THAN THE MEN WHO LIVE AND WORK THERE?

KCOP 13

Los Angeles' most powerful television station • Represented nationally by Edward Petry & Co., Inc.

1000 N. Cahuenga, Hollywood 38

Photo by Hamill-Solazzo

...on **WJIM-TV**

Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint...NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

Sales Magic

And it is magic backed by *fact*. This pioneer television station is foremost in viewer preference in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. Facts also prove that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Sales magic in your advertising is yours—on station WGAL-TV.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: **The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco**

closed circuit®

TIME BOMB TICKING • Broadcasters alert to Washington developments suddenly realized last week that bill exempting professional sports from antitrust laws (which has passed House and is now before Senate Committee) could mean drastic cutback in sports broadcasting. Washington-oriented broadcasters began alerting colleagues. At week's end Television Bureau of Advertising had begun urging members to explain tv side of case to their senators, and Radio Advertising Bureau was expected to take similar steps.

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Some conflicts of interest stand in way of industry-wide broadcasting attack on bill. Networks, although conscious of bill's implications and hopeful bill will be killed, are reluctant to volunteer for appearances on any antitrust subject these days. NAB has some powerful members who own baseball interests in addition to radio-tv. So far NAB activity in opposition to bill has been at staff level.

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BRIGHT SIDE • Like many of its members, American Newspaper Publishers Assn.'s rich and loudly vocal Bureau of Advertising is beginning to feel recession pinch. Informed reports circulating last week estimated bureau's budget this year is down almost $200,000, or about 9%, and said about half-dozen people are being let go. Bureau's budget comes from ANPA members in direct proportion to their national sales, which are sliding. Bureau's counterparts in broadcast media —Radio Advertising Bureau and Television Bureau of Advertising—though far less heavily endowed, nevertheless are at their respective all-time highs.

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Though not yet pushing panic button, Wall Streeters appear increasingly concerned over magazines as investment prospects because of declining revenues, which they attribute to continuing ad budget squeeze and failure of magazines to compete vigorously with tv. Some advisers are going so far as to beat drums for "coordinated industry program" to sound off on "advantages" of magazine medium.

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SECOND FLIGHT • Additional promotions from within may follow top echelon assignments at NBC which elevated Robert W. Sarnoff to board chairmanship and Robert E. Kintner to presidency. Mentioned as likely are promotions of Matthew (Joe) Culligan, vice president in charge of radio network, and P. A. (Buddy) Sugg, vice president in charge of owned-and-operated stations and Spot Sales, to executive vice presidencies. Also being mentioned is possible move of Mr. Culligan "upstairs" to parent RCA. His dynamic sales ability has greatly impressed RCA President John J. Burns.

It was evident last week that campaign to eliminate triple-spotting in connection with all Procter & Gamble products was moving into high gear on spot tv level. All P & G agencies, in New York and Chicago, are insisting on clauses in station contracts looking toward that end. Move is considered natural follow-through on P & G's complaint (through Compton Adv. Inc.) about triple-spot practices at network level involving its Wyatt Earp *show on ABC-TV last spring* [ADVERISERS & AGENCIES, *May 26, March 17*].

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RATINGS REVISIT • Despite firm announcement three weeks ago that no more tv hearings would be held this session [GOVERNMENT, July 7], at least one more definitely is on tap for Senate Commerce Committee. Quick, one-day airing of tv rating methods did not satisfy Sen. A. S. (Mike) Monroney (D-Okla.) and he has successfully pressed Chairman Warren Magnuson (D-Wash.) for further look-see before 85th Congress goes home. Only thing remaining to be firmed is date. Among those Sen. Monroney is anxious to query are network executives and former NBC President S. L. (Pat) Weaver.

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Warner Bros. reportedly will increase its television production, and expects to sell directly to advertisers and their agencies in near future. Inevitably such advertisers would make their own choice of network and thus it's believed "exclusive" contract between ABC-TV and Warners will probably be broken. ABC-TV this fall will have about five and one-half hours of Warner Bros. products.

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FUTURE BOOK • If you're interested in pay tv timetable, just tear off about 12 months of your 1958-59 calendar, beginning now. Chairman Oren Harris (D-Ark.) of House Commerce Committee has advised FCC that his Committee wants to look into pay tv, but being preoccupied with other matters (Goldfine-Adams, etc.), it wants FCC to defer any action on tests until his committee can have look in first session of next Congress. FCC will comply, probably this week, although it still would like Congress to give it some "target date". Besides, FCC has no qualified applications for on-the-air pay tv tests pending, and none apparently is in sight.

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Auto makers have yet to tip hand on extent of radio-tv support expected for their new models, despite Detroit go-ahead to move up drastically fall introductory dates for most '59 lines. Agencies, faced with allocation of millions of automobile advertising dollars, are shuffling feet, one top radio-tv aegncy reporting it's expecting word "momentarily," notes it has submitted over period of time as many as 25-35 different media proposals for its auto client's consideration.

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NEXT UP • Chairman Harris (D-Ark.) was especially anxious to complete Oversight Subcommittee's lengthy interrogation of Bernard Goldfine last week (finally accomplished Thursday) so that parent Commerce Committee this week could consider several pressing matters, among them Bray resolution creating special commission to study military use of spectrum, Magnuson $51 million educational tv bill (with excellent chance for favorable report). Weighing heavy over subcommittee's head —completed investigations of several comparative tv cases.

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While All-Industry Radio Music License Committee is expected to follow general pattern set last year in similar tv copyright negotiations, there's special problem that may figure in dealings should behind-scenes talk have foundation: Are some stations getting favored rate treatment in copyright payments through special exemptions or discounts?

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MILITARY SPECTRUM USE • What effect will Near East conflict have on current tv allocations discussions looking toward spectrum analysis involving government-military use and project whereby existing commercial tv channels might be exchanged, on long range basis, to give tv continuous band? If situation, from military standpoint, remains touch-and-go, chances are nothing will be done on premise that modern military operations are dependent upon communications as lifeline. Status quo therefore wouldn't be disturbed, unless conflict entails preemption of some of commercially assigned channels in military emergency.

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Meanwhile, starting point on coordination of spectrum studies to seek possible solution to tv problem has been reached. High echelon executives now in position to begin studies are Paul Goldsborough, telecommunications head of Dept. of Defense, Comr. Fred W. Ford, designated by FCC as its official liaison, and Fred C. Alexander, acting assistant to director for telecommunications of Office of Defense and Civilian Mobilization.

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PETRY TO DALLAS • Edward Petry & Co., station representation firm, reportedly planning to open office in Dallas about August, bringing its office total to nine. In line with Petry policy, new office will have separate staffs for radio and tv. It's understood Hugh Kerwin of Petry St. Louis office will head Dallas tv staff. Radio staff head yet to be selected.

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

The swarming season for **canalus octavo publicus** is here again.

The nocturnal form of this specie is particularly abundant in the Central New York area. Huge clusters are being netted nightly, attracted by the bright lights on neighborhood television sets.

University lepidopterists tell us that, contrary to popular belief, **c. o. publicus** is well developed and richly endowed this season. They say that the swarms are extremely large and the attraction seems to be our late evening STAR THEATRE series.

If you wish to add a number of this species to your collection we offer you the use of our facilities. The personnel at Katz all have copies of our collectors handbook. Butterfly nets are also available at the New York and Chicago offices.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

Baseball's Big Squeeze Play—Professional sports officials ask passage of bill exempting them from antitrust laws but Senate subcommittee learns from Justice Dept. they would have vast powers to black out up to nine-tenths of population by inter-club, inter-league and inter-sports conspiracies. Page **29.**

Tide, Viceroy, Dodge Lead Way—That's the order of the front runners among top 15 network tv brand advertisers for May. National advertisers in the first three berths: Procter & Gamble, General Motors and Lever Bros. Page **32.**

The Ghost That Stalked 'Playhouse 90'—Burnett agency discovers closetful of multiple-spotting on night of Feb. 13—part of the story why CBS-TV took issue to affiliates. Page **34.**

Lesson for Car Makers—Slumping sales can be overcome by smart radio use. Radio Advertising Bureau points up in new success stories as it continues drive to help member stations help dealers by selling them radio. Page **38.**

'Daybreak' Another Tv Dawn?—Y&R's Peter Levathes answers critics, hails ABC-TV's new daytime project as one of greatest contributions to tv advertising, traces its evolution from single-client deal. Page **40.**

The Pilot Curse in Tv—New consultant service forms to help reduce the discouraging odds against pilots—live or film—ever being sold. Estimated: $19.5 million worth of film pilots went down the drain during the past three years. Page **44.**

CBS-TV Revises Option Time—Network asks affiliates to approve changes that would delay weekday evening option periods in most time zones, change west coast evening scheduling, realign some daytime periods for "improved scheduling" through videotape. Page **46.**

Music Committee Organizes—All-industry committee to negotiate new ASCAP and BMI licenses names Robert T. Mason chairman; sees "mandate from the industry" in support pledged by stations across U. S. Page **48.**

No News Like Bad News—Electronic journalism alert to Middle East news breaks as networks, stations do what public has come to expect from them. Page **48.**

Listeners Get Their Choices—That's the way APS division of Muzak selected music for new automatic programming system soon to be operating in many stations. Page **50.**

Videotape Earns Another Glowing Report—KTTV (TV) Los Angeles summarizes its two months with VTR, citing specific instances that underscore machine's adaptability. Page **52.**

Fm Has Booster in Chicago—CBS' WBBM-FM becomes that network's first o&o fm outlet to undertake independent commercial operation. Other network and independent stations with fm adjuncts will watch closely to see if booster shot "takes." Page **54.**

NYU's Delighted With Its Tv—So university that successfully uses *Sunrise Semester* on WCBS-TV New York now sets its sights on an entire four-year credit program on commercial television. Page **56.**

Barrow Report Authors Renew Charges—Barrow and Mayo testify against tv networks' option time and must-buy practices and file statements on multiple ownership, network national spot representation, FCC regulation of networks, and data on publication of affiliation criteria, rate-making and compensation. CBS Inc. challenges charges option time and must buy are illegal. Page **62.**

Last Plea for Anti-BMI Measure—Schulman makes final plea for passage of anti-BMI Smathers bill in face of Sen. Pastore statement measure is unacceptable because it will hurt "4,000 little fellows [broadcasters]." Rosenman to make last BMI plea Wednesday. Page **70.**

Celler: Uncap The Liquor Ads—New York Democrat calls broadcasting's own ban of hard liquor advertising "timid, pusillanimous and myopic"; advocates removal if broadcasting is to keep up with progress. Page **72.**

Fund's Tv Study—Project under which it comes is extended for another three years by Fund for Republic at cost of $4 million, which Fund notes, will just about wind up its initial $15 million grant from Ford Foundation. Page **80.**

Council Backing for New York 'Television City'—New York City Council President Abe Stark tells delegates at 21st annual convention of American Federation of Television & Radio Artists that such a project conceivably could be undertaken as part of a slum clearance effort. Page **84.**

CBC's Tv $5 Million in Hole—Despite highest revenue in history, report for fiscal year ended last March 31 shows that television's deficit heavily outweighed profits in other fields. Page **85.**

Come In, East Cupcake—How are Mamie Van Doren and Steve Allen doing in East Cupcake, Iowa? And what's it to broadcast programmers and advertisers? James G. Cominos, tv-radio vice president of Needham, Louis & Brorby, gives an on-the-scene report in MONDAY MEMO. Page **103.**

MR. COMINOS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

HE'LL BE BACK

Our Time Buyer Friend is off to the water without his radio. But he'll be back. To begin with, he's in Miami to hear for himself why WQAM is more popular than the next 4 stations combined. Secondly, he *likes* what he hears. Moreover, listening to WQAM, tells him more about modern radio than he can learn from all the assumptions and pre-conceptions put together. What he hears gives depth and meaning to all the Miami audience figures, which show WQAM

FIRST, HOOPER (40.1%); FIRST 264 of 264 HOOPER QUARTER HOURS; FIRST 432 of 432 PULSE QUARTER HOURS; FIRST, TRENDEX, MORNING, AFTERNOON, ALL-DAY; FIRST, SOUTHERN FLORIDA AREA PULSE, accounting for 31.5% of the state's population.

Talk to a man from Blair . . . or WQAM General Manager Jack Sandler.

WQAM

More popular than the next 4 radio stations combined in

MIAMI

5,000 watts on 560 kc.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

[illegible] STORZ, PRESIDENT • HOME OFFICE OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

AFFILIATES' ACCEPTANCE OF 'DAYBREAK' INDICATED AT ABC-TV NEW YORK SESSION

ABC-TV appeared assured of station acceptance of its broad new "Operation Daybreak" daytime programming plan [ADVERTISERS & AGENCIES, July 14; also see page 40] after all-day session with primary affiliates Friday (July 18) in New York.

This was evaluation of number of station participants in closed session. Network needs clearance by at least 80% of its approximately 85 primary affiliates under agreement with six advertisers—all Young & Rubicam clients—already set for participation in "Daybreak." Stations reportedly were asked to signify clearance by end of July.

Affiliates were told that Giraud (Jerry) Chester, director of new program development for Ted Bates & Co., would join ABC-TV as head of all daytime programming. Presumably he will get vice presidency. Mr. Chester also is former NBC programming executive.

Meanwhile, although authorities said they were discussed little or not at all at Friday session, affiliates unofficially reported two new moves by network:

• Proposed changes in compensation for programs in which participations are sold, with affiliates reportedly already asked to agree to clear for any such program in which network has sold as many as one commercial message. Basis for payment for such participations, it was said, would vary with different day segments, reportedly ranging between 8 and 22% of applicable hour rate (per participation).

• Proposed changes in daytime option-time periods, moving morning option hours from 9:30-12:30 to new 10 a.m. to 1 p.m. span and splitting afternoon option time into three parts (2-2:30; 3-4:30 and 5-6 p.m., local times).

Affiliates for most part were described as generally pleased with "Daybreak" plan though several features came in for criticism, at least in private discussions. For one, 12 noon to 1:30—scheduled as part of "Daybreak"—is important in terms of local sales. Fact that part of "Daybreak" would fall in station time also drew criticism, as did fact that proposed option-time change would eat further into desirable midday period. Another frequently heard complaint: Way "Daybreak" programming is split up, stations carrying it and other option-time programs could schedule no daytime feature film ending later than 11 a.m.

Representatives of approximately 60 affiliates were present for session, led by Joseph C. Drilling of KJEO-TV Fresno, Calif., chairman of ABC-TV Affiliates Assn. ABC-TV presentation was headed by President Oliver Treyz, with President Leonard H. Goldenson of parent AB-PT closing session with short speech of thanks. Other ABC-TV speakers included Alfred Beckman, station relations vice president; Don Coyle, sales development and research vice president; Thomas Moore, programming vice president; Michael Foster, press information and exploitation vice president; Armand Grant, executive producer of daytime programming, and Dean Linger, director of advertising and promotion.

Greeley Opens Own Firm

James E. Greeley, associate representing RCA and NBC in Washington with law firm of Cahill, Gordon, Reindel & Ohl, New York and Washington, for past 10 years, starts own law practice in communications in Washington Aug. 1, remaining on retainer basis with RCA-NBC. Address: 815 15th St., N. W. Telephone: Metropolitan 8-1100.

Townsend Wins Mercury Contest

Grand prize of $500 and a Mercury Commuter station wagon in Mercury's tenth anniversary station promotion managers contest was awarded to Jack Townsend of KELO, Sioux Falls, S. D. Receiving $500 in cash are Phyllis Doherty, WNAC-TV Boston; Morris Quave, WDEF-TV Chattanooga, Tenn., and Judd Choler, WFMY-TV Greensboro, N. C. A special award of $250 was voted to Robert Murdock, KSL-TV Salt Lake City. Contest was announced in May by Mercury's agency, Kenyon & Eckhardt. Winners were to be announced on *Ed Sullivan Show* on CBS-TV Sunday (July 20).

L. A. Pages Pick NABET

Pages at ABC (radio and television) Los Angeles, chose NABET as bargaining agent in NLRB election held Thursday, as NBC pages had done week before. Of 14 pages eligible, 11 pages voted, all for NABET.

INSCRUTABLE REASONING

Ampex executives were amused when they received lengthy letter from Japanese patent office explaining scientific reasons why it is impossible to record visual signal on tape and therefore regretfully rejecting Ampex's application for Japanese patent for its videotape recording process. Less amusing was introduction on Japanese market of close copy of Ampex machines, made in Japan under name "Jampex." Lack of patent protection in that country gives Ampex no legal ground to contest unlicensed competition.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

SHOPPER • Vick Chemical Co., N. Y., through its agency, Morse International, N. Y., considering participation as charter member in new ABC-TV scheduled "Operation Daybreak" or possibly buying entry into NTA Film Network. Decision is expected to be made early this week. Vick participated in daytime "contiguous rate" arrangement last season on CBS-TV.

FROM EVE TO DONNA • Shulton Inc., Clifton, N. J., somewhat disappointed over its last network purchase — CBS-TV's *Eve Arden Show*—will give network tv another try. It's joined Campbell Soup Co. as alternate week sponsor of Screen Gems' new *Donna Reed Show* on ABC-TV (Wed., 9-9:30 p.m.) effective Sept. 24. Agency: Wesley Assoc., N. Y.

READY TO BUY • American Home Products, N. Y., through Ted Bates & Co., N. Y., planning to buy segment in *77 Sunset Strip* Thurs., 9:30-10:30 p.m. on ABC-TV for fall start. At least three other advertisers said to be interested in same program.

PULLS 'BET' MONEY • Although DeSoto Div. of Chrysler Corp. will drop out of Groucho Marx show on NBC-TV after seven years, it's understood that advertiser will return to tv in fall but plans are still not formulated. Meanwhile, Marx show, *You Bet Your Life*, will continue on NBC-TV, Thursday 10-10:30 p.m., under alternate week sponsorship of Lever Bros. through BBDO and Toni Div., Gillette Co., through Tatham-Laird. BBDO is also agency for DeSoto.

SHADES OF LE BLANC • With new leadership (appointment of Virginia Corcoran as president) and plans for return to "more aggressive advertising," Hadacol Inc., Chicago, will turn again to radio as it did years ago to promote new Super Hadacol in southern markets. Miss Corcoran formerly was assistant to president of the O'Con Co., another aggressive radio user, now owned by Sterling Drugs. Idea behind new campaign: to identify Homer & Jethro, comic singing team, as Hadacol's own personal spokesman in radio and film commercials, already completed by Fred A. Niles Production, Chicago. Mohr & Eicoff, N.Y. and Chicago, is new agency for tonic firm.

LONDON ASSIGNMENT • S. C. Johnson & Son, Racine, Wis., appoints London office of Erwin Wasey, Ruthrauff & Ryan Ltd., as agency for Mello furniture wax for advertising in England and on Continent. Initial campaign calls for tv spots and newspapers.

at deadline

NEW BROADCAST SPORTS BLACKOUT URGED

New broadcast clause was proposed for bill exempting major sports from antitrust laws at Friday afternoon hearing of Senate Judiciary subcommittee (early story page 29). Rep. Kenneth B. Keating (R-N.Y.), co-author of House-passed bill writing antitrust blank check for professional sports, asked Senate group to apply old baseball broadcast rule to baseball, football, hockey and basketball.

This rule was abandoned by baseball nearly decade ago because Dept. of Justice contended it violated antitrust laws. Under Keating amendment, powers once held illegal would be given all four professional sports by law, with original 50-mile blackout limit increased to 75 miles.

Amendment reads: "The regulation of the granting by a club of rights to broadcast and telecast reports of pictures of contests in the organized professional team sports of baseball, football, basketball or hockey from broadcasting or telecasting stations located within 75 miles of the home stadium of another club on a date when such club is scheduled to play a regularly-scheduled league game in the same sport."

Questioned by Sen. Joseph C. O'Mahoney (D-Wyo.), Rep. Keating said House sponsors of bill had no idea broadcast paragraph gave all four sports freedom to arrange cross-sports blackouts. He also said sponsors had no idea bill would grant unprecedented legal immunities due to language in first sentence.

Sen. Estes Kefauver (D-Tenn.), chairman of Senate subcommittee, said he liked Keating broadcast amendment better than original paragraph, with its blanket exemption for any kind of broadcast blackout.

Rep. Keating cited troubles of Rochester (N. Y.) Red Wings when the St. Louis Cardinals Club decided not to operate club any longer. Civic-minded group was formed, he said, and "with the aid of press, radio, television and sports-minded fans of that city a successful campaign was conducted." Club is now in struggle for survival, he said, adding, "Their efforts are doomed to failure unless major league television competition for their local patrons is curbed."

Reps. Blatnik, Griffith Fire Further Blasts at Ad Claims

Immediate federal crackdown on allegedly misleading toothpaste advertisements that promise prevention of tooth decay and mouth odor was urged Friday by chairman of House committee investigating advertising claims (early story, page 74).

Rep. John Blatnik (D-Minn.), with FTC Chairman John W. Gwynne on stand, quoting toothpaste ad proclaiming: "Saves your teeth from decay—Tests after tests by dentists proved it" charged ad was "not only a misleading statement but a flat lie." He said American Dental Assn. know of no tests by even one dentist to prove statement and that he could not understand why FTC cannot stop such abuses.

Cigarette and toothpaste firms are flooding U. S. with "bunk and junk" about their products, Rep. Blatnik charged.

Comr. Gwynne replied FTC would have to prove such claims were untrue with clinical tests and maintained toothpaste advertising, although not 100% true, still serves needed purpose in promoting dental hygiene. "This is not to say, however, that this observation should be taken to excuse any false claims, but in this field it is extremely difficult to determine whether or not a specific claim is true," he said.

"Can't you just tell them [cigarette and toothpaste advertisers] to stop fooling the public [with] wild statements?" Rep. Blatnik asked. He said it is "rather ridiculous" to hear five or six different cigarette manufacturers claim their product contains less tar and nicotine than any other. "No one knows who's lying," he stated.

Comr. Gwynne said at present there is no common standard for measuring tar and nicotine content of cigarettes. "The whole trouble with these claims . . . is that they are all using a different test," he explained. Congress should consider legislation requiring cigarette manufacturers to list tar and nicotine content on outside of packages, he said.

Rep. Martha W. Griffiths (D-Mich.) maintained, despite lack of funds, FTC could do "a lot more than is now being done" to protect public from false advertising.

Investigations, conducted by Legal & Monetary Affairs Subcommittee of House Government Operations Committee, adjourned following Friday session.

Sullivan Takes Corinthian Post

Robert J. Sullivan, director of program promotion and merchandising for CBS Radio, named Friday as director of promotion and advertising for Corinthian Broadcasting Corp., effective about Aug. 1. He will work closely with general managers and promotion managers of Corinthian stations and with advertisers and agencies to give promotion and merchandising assistance to all advertisers using Corinthian stations. Stations are KOTV (TV) Tulsa; KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

PEOPLE

JOHN W. MURPHY, tv-radio producer, Kenyon & Eckhardt, N. Y., appointed head of tv-radio commercial production department, succeeding **ALFRED R. TENNYSON,** vice president and director of tv-radio commercial department who move to L. A. office, as vice president in charge of tv and radio for that and S. F. office.

THOMAS M. MORTON, with William Esty Co., N. Y., as marketing account executive on P. Ballantine & Sons, elected vice president.

ROBERT T. QUINLAN, producer-director at CBS-TV in N. Y., has joined KTLA (TV) Los Angeles as program manager.

WILLIAM L. SIBERT, assistant advertising manager, Whitehall Labs, division of American Home Products Corp., named advertising manager.

JOSEPH P. HARDIE, vice president and plans board member of Sullivan, Stauffer, Colwell & Bayles, N. Y., has been elected member of executive committee.

BORIS MOROZ, copywriter on Edsel account at Foote, Cone & Belding, Detroit, appointed copy director that office, succeeding late **ROBERT J. HAKKEN.**

WILLIAM J. MAUTER, formerly associate copy chief, C. L. Miller Inc., N. Y., joins VanSant, Dugdale & Co., Baltimore, as copy supervisor.

ELIZABETH GOULD resigned as executive secretary Radio Television Directors Guild, Hollywood.

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at deadline

NEW BROADCAST SPORTS BLACKOUT URGED

New broadcast clause was proposed for bill exempting major sports from antitrust laws at Friday afternoon hearing of Senate Judiciary subcommittee (early story page 29). Rep. Kenneth B. Keating (R-N.Y.), co-author of House-passed bill writing antitrust blank check for professional sports, asked Senate group to apply old baseball broadcast rule to baseball, football, hockey and basketball.

This rule was abandoned by baseball nearly decade ago because Dept. of Justice contended it violated antitrust laws. Under Keating amendment, powers once held illegal would be given all four professional sports by law, with original 50-mile blackout limit increased to 75 miles.

Amendment reads: "The regulation of the granting by a club of rights to broadcast and telecast reports of pictures of contests in the organized professional team sports of baseball, football, basketball or hockey from broadcasting or telecasting stations located within 75 miles of the home stadium of another club on a date when such club is scheduled to play a regularly-scheduled league game in the same sport."

Questioned by Sen. Joseph C. O'Mahoney (D-Wyo.), Rep. Keating said House sponsors of bill had no idea broadcast paragraph gave all four sports freedom to arrange cross-sports blackouts. He also said sponsors had no idea bill would grant unprecedented legal immunities due to language in first sentence.

Sen. Estes Kefauver (D-Tenn.), chairman of Senate subcommittee, said he liked Keating broadcast amendment better than original paragraph, with its blanket exemption for any kind of broadcast blackout.

Rep. Keating cited troubles of Rochester (N. Y.) Red Wings when the St. Louis Cardinals Club decided not to operate club any longer. Civic-minded group was formed, he said, and "with the aid of press, radio, television and sports-minded fans of that city a successful campaign was conducted." Club is now in struggle for survival, he said, adding, "Their efforts are doomed to failure unless major league television competition for their local patrons is curbed."

Reps. Blatnik, Griffith Fire Further Blasts at Ad Claims

Immediate federal crackdown on allegedly misleading toothpaste advertisements that promise prevention of tooth decay and mouth odor was urged Friday by chairman of House committee investigating advertising claims (early story, page 74).

Rep. John Blatnik (D-Minn.), with FTC Chairman John W. Gwynne on stand, quoting toothpaste ad proclaiming: "Saves your teeth from decay—Tests after tests by dentists proved it" charged ad was "not only a misleading statement but a flat lie." He said American Dental Assn. know of no tests by even one dentist to prove statement and that he could not understand why FTC cannot stop such abuses.

Cigarette and toothpaste firms are flooding U. S. with "bunk and junk" about their products, Rep. Blatnik charged.

Comr. Gwynne replied FTC would have to prove such claims were untrue with clinical tests and maintained toothpaste advertising, although not 100% true, still serves needed purpose in promoting dental hygiene. "This is not to say, however, that this observation should be taken to excuse any false claims, but in this field it is extremely difficult to determine whether or not a specific claim is true," he said.

"Can't you just tell them [cigarette and toothpaste advertisers] to stop fooling the public [with] wild statements?" Rep. Blatnik asked. He said it is "rather ridiculous" to hear five or six different cigarette manufacturers claim their product contains less tar and nicotine than any other. "No one knows who's lying," he stated.

Comr. Gwynne said at present there is no common standard for measuring tar and nicotine content of cigarettes. "The whole trouble with these claims . . . is that they are all using a different test," he explained. Congress should consider legislation requiring cigarette manufacturers to list tar and nicotine content on outside of packages, he said.

Rep. Martha W. Griffiths (D-Mich.) maintained, despite lack of funds, FTC could do "a lot more than is now being done" to protect public from false advertising.

Investigations, conducted by Legal & Monetary Affairs Subcommittee of House Government Operations Committee, adjourned following Friday session.

Sullivan Takes Corinthian Post

Robert J. Sullivan, director of program promotion and merchandising for CBS Radio, named Friday as director of promotion and advertising for Corinthian Broadcasting Corp., effective about Aug. 1. He will work closely with general managers and promotion managers of Corinthian stations and with advertisers and agencies to give promotion and merchandising assistance to all advertisers using Corinthian stations. Stations are KOTV (TV) Tulsa; KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

PEOPLE

JOHN W. MURPHY, tv-radio producer, Kenyon & Eckhardt, N. Y., appointed head of tv-radio commercial production department, succeeding **ALFRED R. TENNYSON,** vice president and director of tv-radio commercial department who move to L. A. office, as vice president in charge of tv and radio for that and S. F. office.

THOMAS M. MORTON, with William Esty Co., N. Y., as marketing account executive on P. Ballantine & Sons, elected vice president.

ROBERT T. QUINLAN, producer-director at CBS-TV in N. Y., has joined KTLA (TV) Los Angeles as program manager.

WILLIAM L. SIBERT, assistant advertising manager, Whitehall Labs, division of American Home Products Corp., named advertising manager.

JOSEPH P. HARDIE, vice president and plans board member of Sullivan, Stauffer, Colwell & Bayles, N. Y., has been elected member of executive committee.

BORIS MOROZ, copywriter on Edsel account at Foote, Cone & Belding, Detroit, appointed copy director that office, succeeding late **ROBERT J. HAKKEN.**

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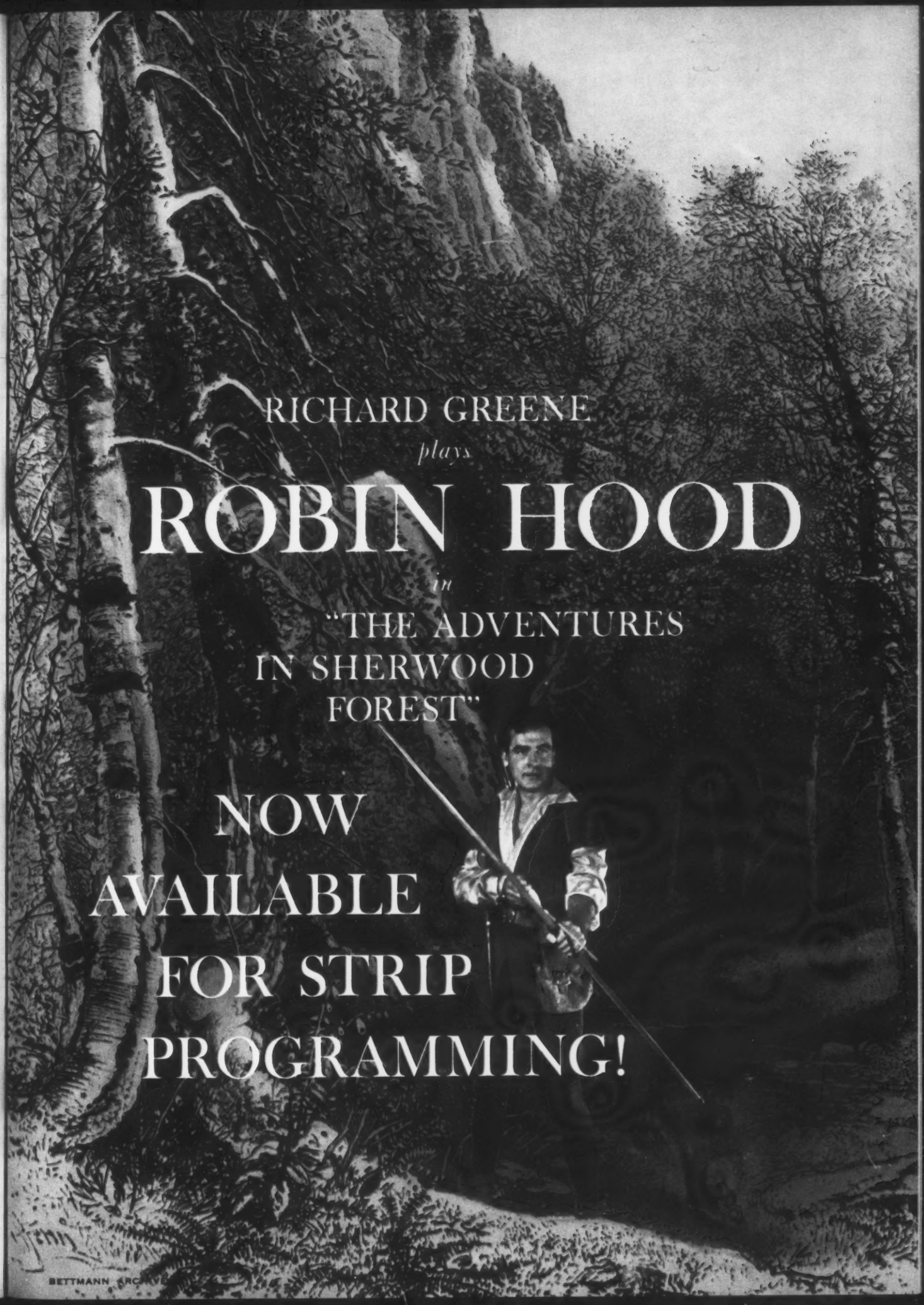
RICHARD GREENE
plays
ROBIN HOOD
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"THE ADVENTURES
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AVAILABLE
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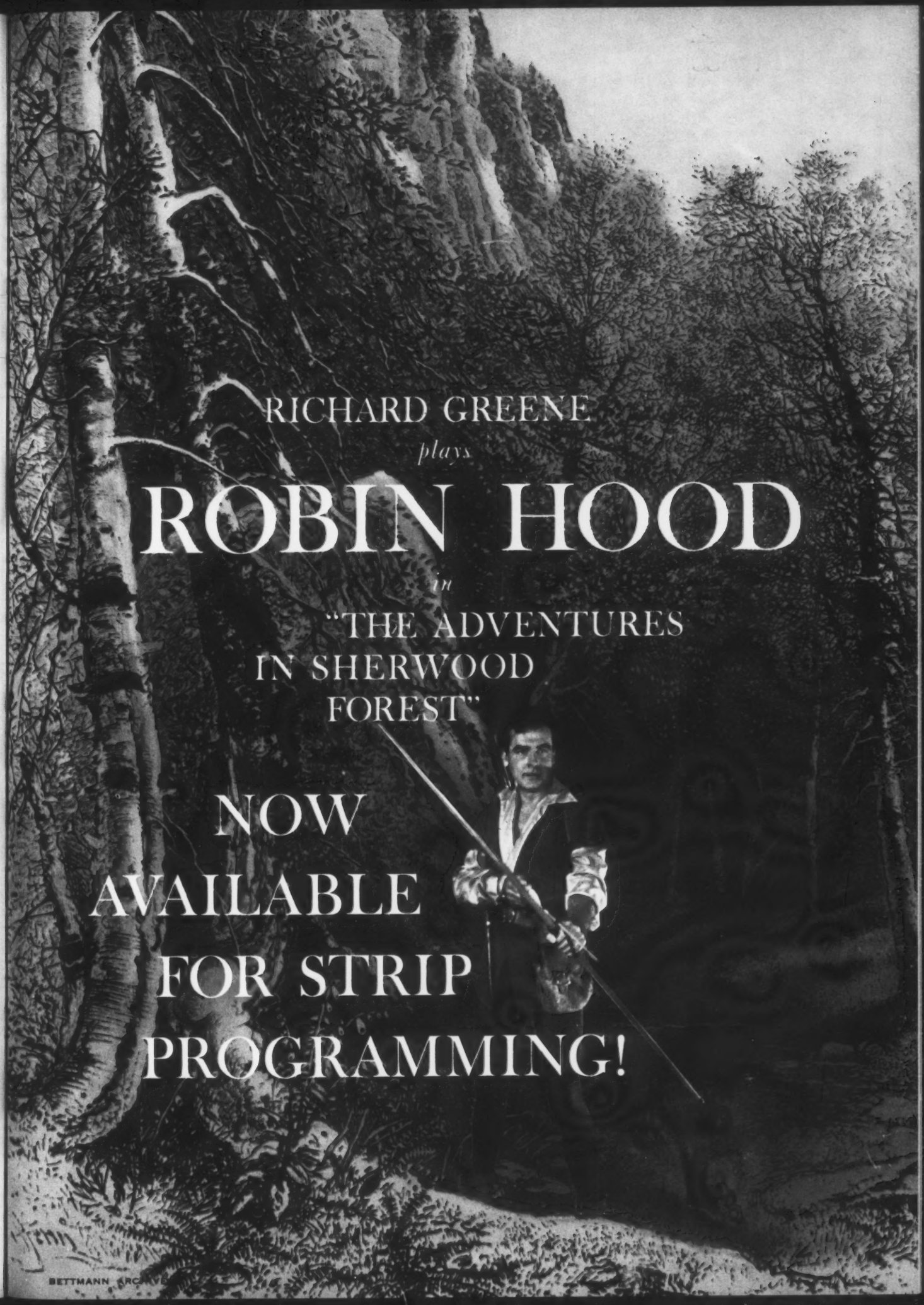
BETTMANN ARCHIVE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BETTMANN ARCHIVE

THREE SMASH YEARS ON NETWORK...AND RENEWED FOR A FOURTH YEAR!

ROBIN HOOD COMES ALIVE . . .
TO BECOME YOUR MOST POWERFUL SALESMAN!

Cash in on the tremendous built-in following of TV's most spectacular adventure series. A prestige showcase that will sell every kind of product, because it reaches every member of the family and features the characters all America knows and loves.

RICHARD GREENE plays *Robin Hood*

BERNADETTE O'FARRELL plays *Maid Marian*

ALEXANDER GAUGE plays *Friar Tuck*

ARCHIE DUNCAN plays *Little John*

ALAN WHEATLEY plays *Sheriff of Nottingham*

SAME SPONSOR FOR THREE YEARS ON NETWORK . . . and their sensational sales records show why! And Robin Hood offers his sponsor promotions unlimited!
Over $2 million in merchandising sales already, with 33 licensed manufacturers offering Robin Hood products for premiums, contests and give-aways.

LOOK AT THE RATINGS!

In city after city, Robin Hood consistently outrated competition in its time spot.

City	No. of Stations	Share of Audience	City	No. of Stations	Share of Audience
Birmingham	2	**65.3%**	Los Angeles	7	**44.0%**
Boston	3	**67.3%**	Miami-Ft. Lauderdale	3	**64.7%**
Buffalo	3	**70.8%**	New York	7	**42.9%**
Charleston-Huntington	3	**70.9%**	Norfolk	2	**81.2%**
Colorado Springs	2	**63.6%**	Philadelphia	4	**57.6%**
Dayton	3	**67.8%**	Providence	2	**72.8%**
Duluth-Superior	2	**75.1%**	Rochester	2	**69.6%**
Jacksonville	2	**92.3%**	San Antonio	3	**61.5%**

"THE ADVENTURES IN SHERWOOD FOREST" IS THE BUY OF THE YEAR!

Produced by Sapphire Films, Ltd.

See the man from Official for availabilities. **OFFICIAL FILMS, INC.** 25 West 45th Street, New York, N. Y.

REPRESENTATIVES: ATLANTA / *Jackson 2-4878* • BEVERLY HILLS / *Crestview 6-3528* • CHICAGO / *Dearborn 2-5246*
CINCINNATI / *Cherry 1-4088* • DALLAS / *Emerson 8-7467* • FAYETTEVILLE / *Hillcrest 2-5485* • FT. LAUDERDALE / *Logan 6-1981*
MINNEAPOLIS / *Walnut 2-2743* • SAN FRANCISCO / *Juniper 5-3313* • ST. LOUIS / *Yorktown 5-9231*

Uncle Sam Says 'Thanks'

EDITOR:

The Internal Revenue Service during the 1958 federal income tax filing period received the finest cooperation in its history from the national television and radio industry.

Each of our nine regional and 64 district offices reported active interest and assistance from broadcasters of their area in bringing to their millions of viewers and listeners helpful programs and pertinent hints on filing requirements.

We are very grateful for the aid and understanding which these members of the industry so generously provided.

Russell C. Harrington
Commissioner of Internal Revenue
Washington, D.C.

No Complaints

EDITOR:

It was a real pleasure to do the MONDAY MEMO, [July 7]. Judging from the mail I have received, a lot of people read the article. Another indication that you still have the best damned book in the business.

Harry K. Renfro
Director of Radio-Tv
D'Arcy Adv., St. Louis

EDITOR:

The MONDAY MEMO by Harry K. Renfro on the country and western consumer market was long past due. We have often tried to remind national and regional timebuyers and the networks that country music devotees constitute a veritable Fort Knox when it comes to product loyalty and results. Harry Renfro deserves a gold guitar!

Connie B. Gay, Chairman
Town & Country Network
Arlington, Va.

EDITOR:

We want to express our most sincere thanks for the excellent handling of the story on our company. [BROADCASTING, July 7]. Congratulations and complimentary comments have been reaching us from all directions as a result of this fine reportorial job.

Robert E. Eastman, President
Robert E. Eastman Co.
New York

Top 40 (continued)

EDITOR:

Congratulations. Once again you prove to the entire broadcasting industry that there is no substitute for your "know how" and leadership in this industry. Your splendid editorial entitled "Wrong Enemy" [July 14] is just another example.

Fred H. Kenkel, V. P.
C. E. Hooper Inc.
New York

EDITOR:

Congratulations on your editorial, "Wrong Enemy." WFBR, now in its 36th year, can hardly be classed as Johnny-Come-Lately, but at the same time, we pride ourselves in being as modern as the stations who call themselves "modern." During those 36 years we have been affiliated with three of the major networks and are presently independent. However, as a network affiliate, we didn't "hate" independents and, as an independent, we don't have our guns trained on network stations. There is room and need for both.

We're getting pretty tired of all the cannibalism in our great industry. Let's all sell on our unique merits and when those competitive corpuscles start singing, let's point our combined efforts toward our direct mail competitors, whose clients face rate increases up to 50% when the new postal rates become effective Aug. 1. There is really gold in them hills. All it takes is a little digging.

Robert B. Jones Jr.
V.P.-General Manager
WFBR Baltimore

EDITOR:

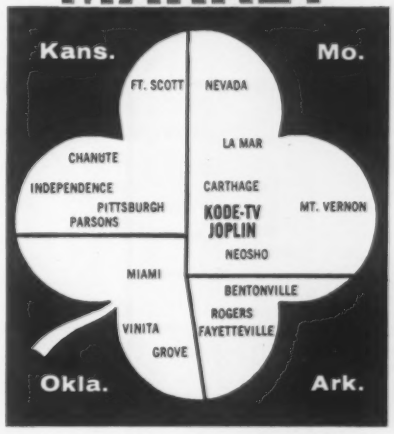
. . . the survey—and let's admit it was loaded—tended to indicate that timebuyers placed greater confidence in *standard* programming—whether by network affiliate stations or by PrehiSTORZic independent stations—than they did in "modern" radio. Within hours, typewriters in Dallas, Memphis, Omaha, Miami and New York were smoking as Todd Storz, Gordon McLendon and Gerry Bartell among others, rushed into battle.

The keys that those typewriters hit were the same ones that have been clacking for many months—the ones that spell the doom of "old fashioned" radio. As might have been expected, the battle-cry was raised that "old-fashioned" radio has been dead for years even if it doesn't know it, that only "modern" radio can survive, that networks and network affiliates have rigor mortis and that the only kind of radio that is paying off today—for itself and for its customers—is the kind *formulized* by independent stations patching together hit records, staccato news, siren wails, license plate numbers, public service announcements by the ton, axe-grinding community service and commercial piled on commercial piled on commercial.

Between the keys the champions of this "modern" radio also let it be known that although timebuyers may *say* they deplore this kind of radio when it comes time for them to put their clients' money where their mouths are they climb all over each other's backs to get aboard the rock-and-roll train.

Although it may be true that in some isolated markets, modern radio has taken a commanding lead in ratings and probably in national spot business, if ever there was a case of the tail wagging the dog, this is it. Certainly Gordon McLendon can point to KLIF in Dallas as a prime example of modern radio beating the pants off everything else in the market; just as surely Todd Storz can show the dominance of WQAM in Miami; there's no question that Harold Krelstein has a smokin' pistol in Memphis. But somebody has his perspectives showing because the deplorable part of the story is that an entire industry picture has been distorted because of the dramatic publicity fire-power of a handful of people operating

MISSOURI'S THIRD TV MARKET



167,769 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and $776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28 percent taller, and 29 percent more powerful than any competitor.

* Television Mag. Set Count—June '58

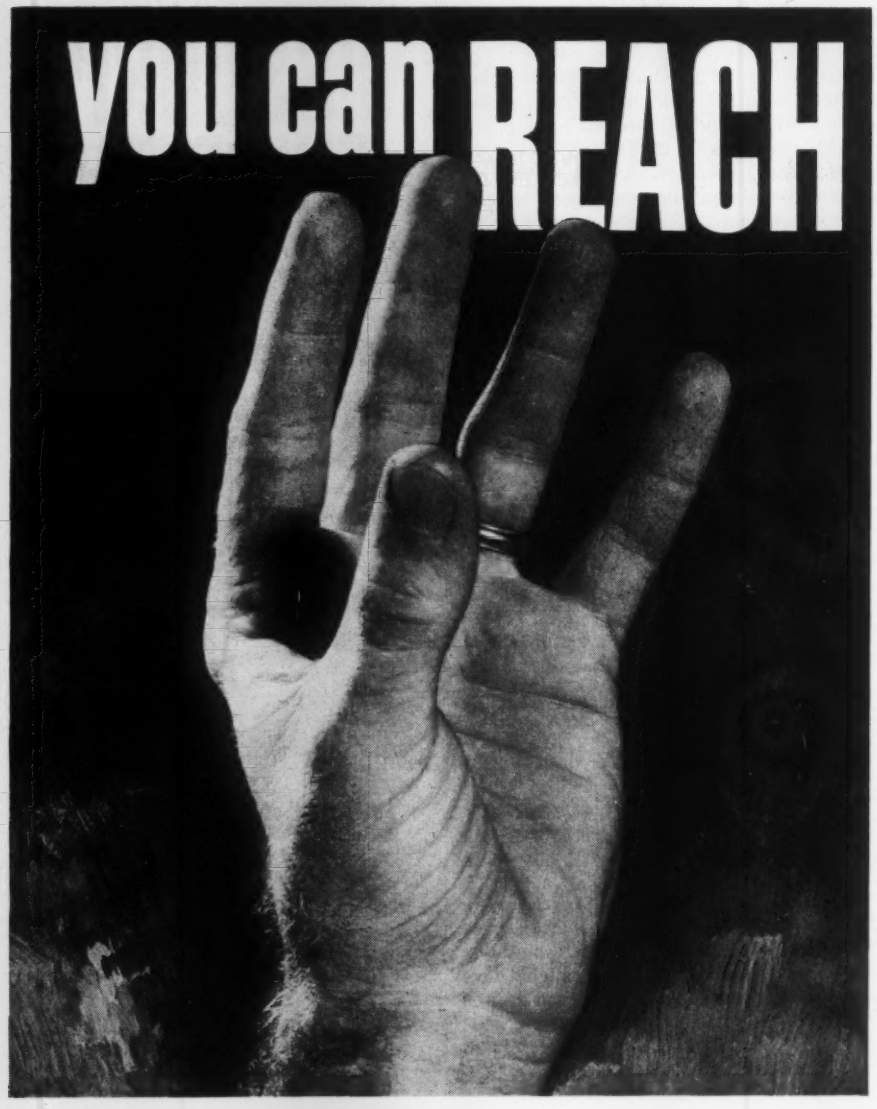
CREATED BY
KODE-TV
JOPLIN, MO.

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

A member of the Friendly Group

Harry D. Burke, VP & Genl. Mgr. Rep. by Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago



233,310 TV HOMES*

JACKSON, MISSISSIPPI

*Television Magazine

Here's a sales-lively market rich in growth factors. Buying power up 40% since 1950 and retail sales up a whopping 125% in ten years. Indeed, the effective buying income per family in our Jackson market area is $5,735.00.** Only the two great TV stations in Mississippi's capital city reach this market. Need more urging? Call Hollingbery or Katz for a file of facts.

**Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT CHANNEL 3 HOLLINGBERY

WJTV CHANNEL 12 KATZ

or representing a handful of stations in a handful of markets.

The facts of the matter are that in market after market—in major markets, semi-major markets and minor markets, in industrial and metropolitan areas and in agricultural markets, in the overwhelming majority of markets in the country—old-fashioned radio is clobbering modern radio. Sometimes that old-fashioned radio is provided by network stations, sometimes by unreconstructed independents that were major forces in the market when "independent" was almost a naughty word, but in either case the beating is being administered by operators who wouldn't be caught dead injecting the miracle drug of modern radio into their veins.

Take the big markets . . . the really big markets.

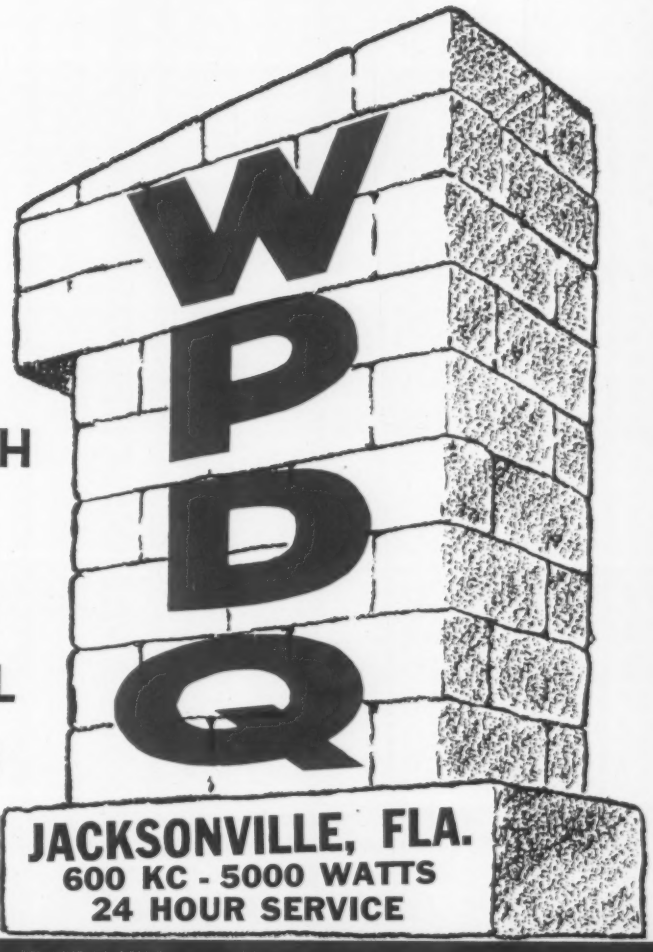
Take New York. There isn't a timebuyer in the business who can't prove to you that WCBS, WOR and WNEW dominate this biggest of all markets—dominate it in listening, in acceptance and in business.

How about Detroit? Where's the modern radio that can challenge WJR's booming Great Lakes voice or WXYZ's strangle-hold of Autoland. Pittsburgh? KDKA, WCAE and WWSW have the Tri-State area wrapped up in their little fingers. Sure, all three are independents but Lenny Kapner, Pete Schloss and Westinghouse had the Golden Triangle in the palm of their hands before Todd Storz or Gerry Bartell knew what a timebuyer was. Boston? It's WBZ, WEEI and WHDH all the way. Keep looking. Los Angeles. KNX and KMPC by a landslide—and if you call KMPC "modern" radio you'll have to trade blows with an all-American football player by the name of Bob Reynolds.

Take some smaller markets. Hartford for example. NBC's WTIC and CBS' WDRC have this one sewn up tighter than a drum. Atlanta? Nothing even comes close to WSB and a lot of people have tried. Columbus or Youngstown? Dick Borel and Dutch Bowden will show you how a CBS affiliation makes mincemeat of central Ohio. Look out in California, the farm-rich Central California Valley, and you'll see one that's so bright you need blinders—a 5-station McClatchy Beeline affiliated with not one but *three* different networks and it's so far out in front you can't find the runnerup. The list is endless. WTAG in Worcester. WFIL in Philadelphia. WBEN in Buffalo. KING in Seattle. WMT in Iowa. WBT in Charlotte. KLZ in Denver. WPTF in Raleigh. WHP in Harrisburg. WRVA in Richmond. WHEC in Rochester. WSPD in Toledo and on and on it goes in hundreds of markets large and small where a network affiliate or an independent that deliberately avoids the characteristics of modern radio is the leading station in the market today as it was yesterday and as I suspect it will be tomorrow.

Now comes the disclaimer—and the point. As far as station operators are concerned, they don't come any better than Gordon McLendon or Todd Storz or Gerry Bartell or Harold Krelstein or dozens of minor leaguers who have successfully carbon-copied their blueprints. And as far as

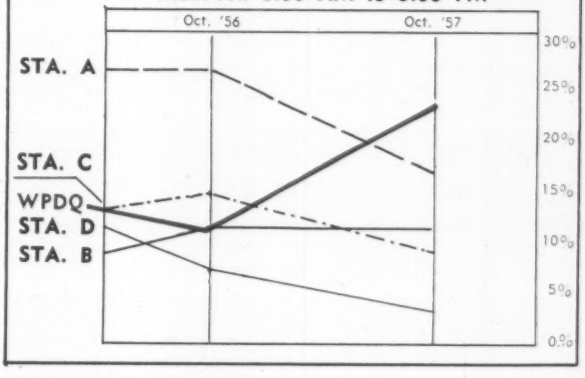
STEADY GROWTH PUTS WPDQ JACKSONVILLE IN A POWERFUL No. 1 POSITION



TAKE A LOOK AT THE RECORD

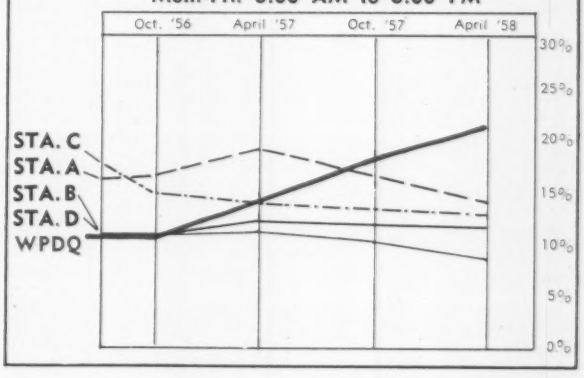
HOOPERATING

(Average Share of Audience)
Mon.-Fri. 6:00 AM to 6:00 PM



PULSE REPORT

(Percent of Total Audience)
Mon.-Fri. 6:00 AM to 6:00 PM



Robert Feagin, President—Ernest R. Currie, Sales V.-P.

Represented by

VENARD, RINTOUL & McCONNELL, INC.
JAMES S. AYERS, SOUTHEAST

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!

NEW
YORK
CONFIDENTIAL

starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! — PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue • New York 22

Wire or phone Michael M. Sillerman, Exec. V.P., collect today for your market!

TPA

OPEN MIKE CONTINUED

stations are concerned there's no question that a KTSA or a WQAM or a WOKY or a WCAO is a good station, performing a valuable local service and filling a community need. But the fact remains that hundreds of aggressive operators have learned how to twist a network affiliation by the tail until it pays off in spades (with network programming that is good, bad or indifferent and it doesn't seem to matter which it is).

The irony of the situation is that even if network radio is gasping for breath, network station radio is just as alive, just as vigorous, just as successful and just as profitable as the so-called modern radio. The only problem is that the loud, vigorous cacophony of sound mimeographed out of the headquarters of "modern" radio in Dallas, Kansas City, Milwaukee, Memphis and a few other cities have drowned out the spokesmen of old-fashioned radio.

Hence this small voice.

Mitch DeGroot
Radio Sales Director
Paul H. Raymer Co.
New York

EDITOR:

If everyone in advertising agrees [with NBC's survey results], why are there so many Top 40 stations and why do they, as a pretty general rule, make so much money? I am confident that in every market there are successful Top 40 stations, there are numerous good music stations that can be purchased for the same cost and can offer a much better buying audience than the Top 40 stations. The problem seems to lie in the fact that ratings have become too big a factor. Buying and other factors, such as programming, commercial policies and personalities, have been pushed aside as secondary consideration.

John O. Gilbert
Commercial Sales Manager
WKMH Detroit

EDITOR:

MAY WE HAVE PERMISSION TO REPRODUCE PORTIONS OF TEXT AND TABLES FROM "TOP FORTY FORMULA UNDER FIRE" ARTICLE LEADING YOUR JUNE 30 ISSUE. BE ASSURED WE WILL NOT QUOTE OUT OF CONTEXT AND WILL GIVE AMPLE CREDIT TO SOURCE.

LLOYD PRICE
KRLD DALLAS, TEX.

EDITOR:

We think your article, "Top 40 Formula Under Fire," is tremendous, and feel that its use in the Portland market would be a very valuable sales tool. If reprints are available would you please send us 25 copies.

Albert L. Zack Jr.
KLIQ Portland, Ore.

EDITOR:

. . . I would appreciate your sending me 12 reprints. . . . . .

Ed Niehay
General Manager
KEYY Provo, Utah

[EDITOR'S NOTE: Reprints are available at 10 cents each.]

IN REVIEW

STEVE ALLEN PRESENTS: STEVE LAWRENCE & EYDIE GORME

It's a pleasant summertime diversion, this Steve and Eydie Show; it stands out in a morass of giveaway shows and silly summertime sustainers as a fresh, genuinely-appealing romp of musical circumstance. The Lawrences radiate charm and boast a stylishness that has become a rarity in this day of the gyrating pelvis. To be sure, their written material could stand some improvement, and the orchestrations by Jack Kane ought to be toned down a bit—say a couple of hundred decibels. But taken as a whole, the twosome has a hit on its hands.

The premiere show a week ago Sunday (July 13) came off particularly well, so far as "premieres" go. Joining Steve and Eydie were basso-profundo Salvatore Baccaloni, Jackie Cooper, Margaret O'Brien, Shari Lewis and two puppets named Lamb Chop and Charley Horse. Signor Baccaloni beamed warmth (and girth); Mr. Cooper banged the drums admirably, and ventriloquist Lewis, to quote a radio jingle, was "indescribably delicious." Miss O'Brien, cute as a button, may have a hard time shaking off a reputation as "child actress." Her breathlessness left a few viewers gasping with dismay.

Production costs: Approximately $45,000. Sponsored by American Machine & Foundry Corp. through Cunningham & Walsh; Procter & Gamble and Greyhound (Grey Adv.) on NBC-TV, Sun., 8-9 p.m. EDT. Started July 13.

Producer: Nick Vanoff; director: Dwight Hemion; writers: Johnny Bradford, Bill Dana, Frank Peppiat and Jud Holstein; associate producer: Jim Elson; music: Jack Kane.

BUCKSKIN

Words like "sentimental" and "heartwarming" are not usually applied to tv Westerns, yet they are the adjectives that come first to mind when *Buckskin* is the subject. *Buckskin* is unquestionably a Western, its scene a frontier town in Montana Territory in 1880, but this scene and its actors are shown from the point of view of 10-year-old Jody O'Connell, whose widowed mother runs the community's small hotel.

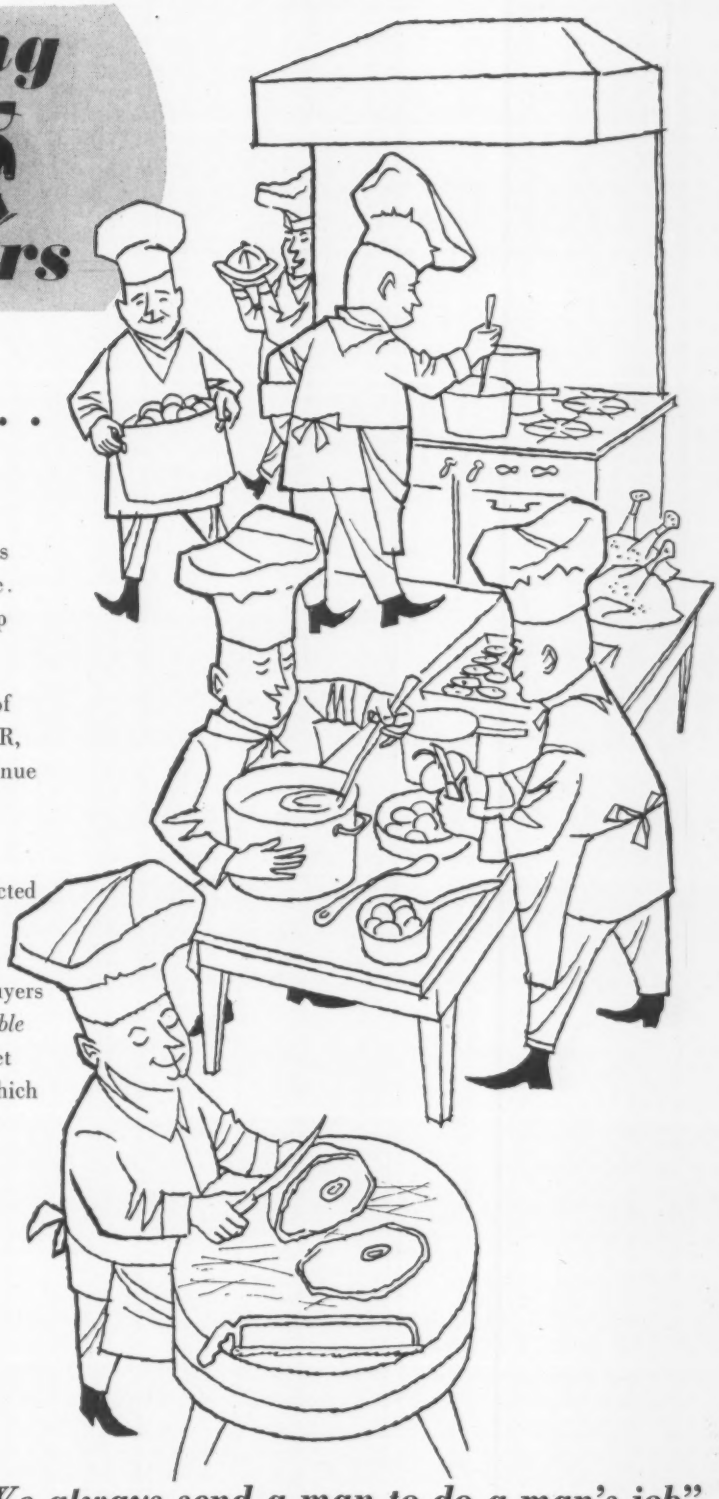
Jody, who narrates as well as stars in each episode, is the typical American boy, like Tom Sawyer of an earlier Hannibal or Penrod of a later Indianapolis, full of curiosity about the fascinating world around him and a determination to learn all about it in his own way, despite the ridiculous restrictions imposed on him by incomprehensible adults —such as his mother, who attempts to discourage his forays by keeping him stirring the kettle in which fat scraps are endlessly being melted down for soap.

The opening *Buckskin* drama concerned "The Lady from Bismarck," mail-order bride of the Montana school teacher who arrived as pretty and willing a maid as one could wish but who soon balks. Jody ferrets out the real reason (that she can't read and therefore is not fit to marry an educated man) and sets about remedying it.

As conceived by Harold Swanton, writer-

working partners

recipe for sales . . .



There is a distinguishing *flavor* about representative organizations which comes principally from the type of men who actively head up each firm.

Here, this consists of the group of Working Partners who started H-R, and who today still actively continue to serve all of our stations and buyers of time.

Supplemented by a carefully selected staff of *properly aged* and sales *seasoned* men, each following the H-R practice of providing time buyers with a complete and *easily digestible* presentation of station and market facts, we have a *recipe* for sales which appeals to the business *appetites* of the stations we serve.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION, INC. REPRESENTATIVES, INC. TELEVISION

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · DALLAS · DETROIT · ATLANTA · HOUSTON · NEW ORLEANS

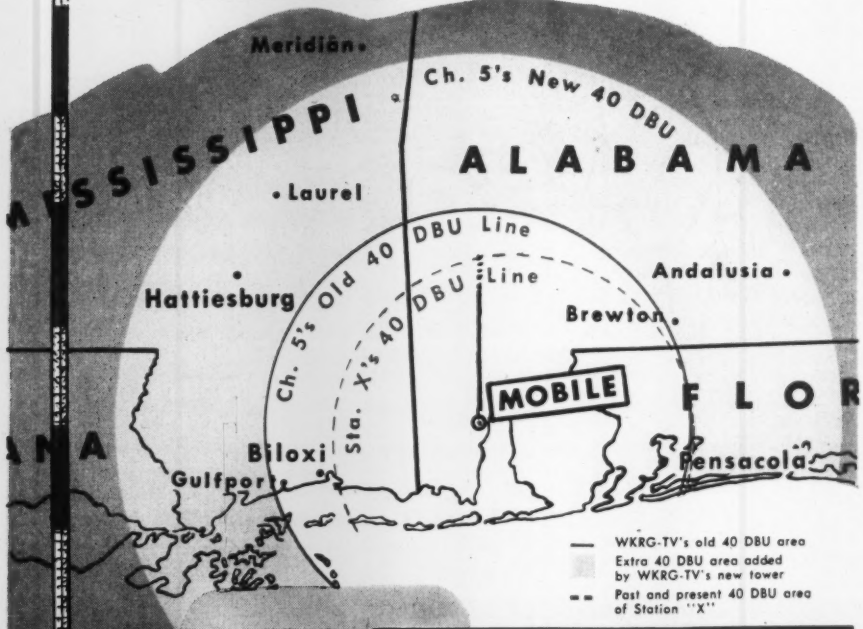
It just takes one *BIG* one . . .

JUST AS ONE BIG PUTT CAN MAKE ALL THE DIFFERENCE in the world in golf . . . one big station can make a world of difference in your Mid-Gulf TV coverage.

WKRG-TV dominates this BILLION-DOLLAR Mid-Gulf Area in all three rating services (Nielsen, ARB and Pulse). Now, something new has been added . . .

NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV 46,000 extra families in the Mobile Market. Now, a new maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows. For full details of WKRG-TV's lead, call your Avery-Knodel man . . . or C. P. Persons, Jr., V.P. and Gen'l. Mgr. of WKRG-TV.



CHANNEL 5 WKRG-TV
MOBILE, ALABAMA
Reps. Avery-Knodel
CBS

IN REVIEW CONTINUED

creator of *Buckskin*, and portrayed by Tommy Nolan, Jody is a believable, likable youngster, whose adventures should attract enough viewers, week after week, to demand its continuance after Oct. 2, when Ernie Ford's *Ford Show* returns to the Thursday night spot on NBC-TV that *Buckskin* has taken over for the summer. Sally Brophy, starred as the young Widow O'Connell, had little to do in "The Lady from Bismarck" but she did that little pleasantly enough. Carolyn Kearney in the title role and Michael Lipton as her mail-order husband-to-be capably handled their roles as the young lovers. But the viewers' attention was effectively—and enjoyably—kept focused on Jody and his enactment of the role of a homespun Cupid.

Production costs: Approximately $32,500. Sponsored by Ford Div. of Ford Motor Co. and Ford Dealers of America through J. Walter Thompson Co. on NBC-TV Thurs., 9:30-10 p.m. Started July 3.

Filmed at Revue Productions, Hollywood, for The Betford Corp.

Producer: Robert Bassler; writer-creator: Harold Swanton; director: Earl Bellamy; director of photography: Bud Thackery; art director: Frank Arrigo; set decorator: John McCarthy.

THE CHEVY SHOWROOM

Following Pat Boone in *The Chevy Showroom* is doubtless a thankless chore for any performer but singer Andy Williams rang up a small sale in his debut. The result was a pleasant elixir of song and dance that fell only slightly short of being a tv midsummer night's dream.

M.c. Williams possesses no discernibly great singing talent. He is awkward and halting but with a rewarding boyishness and wholesomeness that would do Mr. Boone credit. It is competent choreography and production know-how, however, that will sustain the new summer series, if the opener is any criterion.

With such supporting talent as the Bob Hamilton Trio, comedian Dick Van Dyke, the Corvettes—all benefiting from the sure deft touch of producer-director Bill Hobin—*The Chevy Showroom* moved along on the wheels of song.

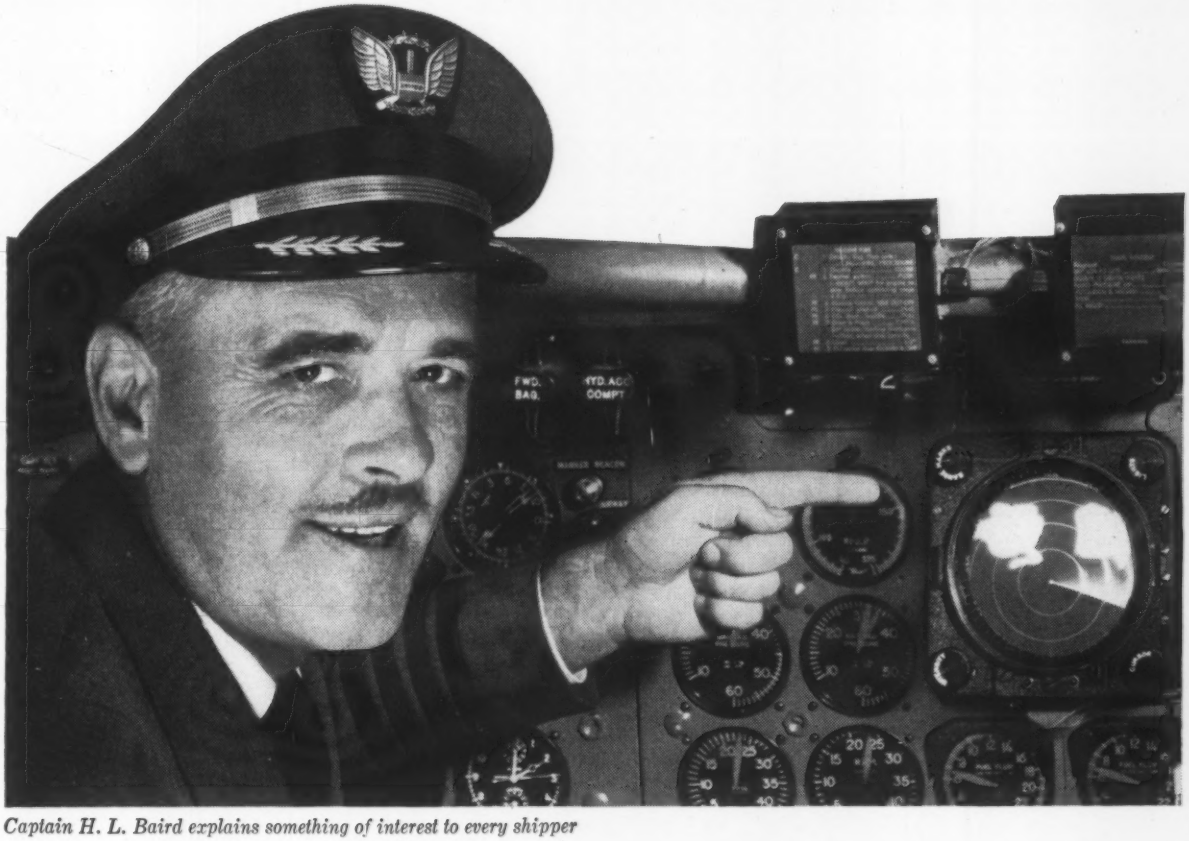
In his opening bit, Dick Van Dyke made a familiar comic's mistake in giving his impression of a cat—not letting the visual effects of pure pantomime tell the story. The effect of scenes in which the mistress collars and bells Tom and drops her knitting yarn by the fireside was diluted by unnecessary dialogue. Still, the comedian Van Dyke has a way with him.

The wisdom of permitting m.c. Williams to handle the commercials may be seriously questioned, in view of Chevrolet's avowed success with singers Boone and Dinah Shore as personality spokesmen. As a result, the sponsor may want to separate the men from the choir boys to achieve maximum impact in its showroom.

Production costs: $35,000.

Sponsored by Chevrolet Div., General Mo-

RADAR ON EVERY UNITED PLANE
ADDS EXTRA DEPENDABILITY TO YOUR SHIPMENT



Captain H. L. Baird explains something of interest to every shipper

"This is airline radar. It's a big help in making your United shipments as dependable as they are. Because radar shows us weather up to 150 miles ahead, it prevents long delays or detours caused by storms or turbulence. Every plane in our fleet has radar. So when you ship United, you can be surer of on-time deliveries and smooth trips for fragile items."

United offers you more guaranteed space availability (Reserved Air Freight) with greater frequency to more destinations than any other airline. And when you ship United, you have the opportunity to lower marketing costs through better inventory balance, broader markets, lower packaging and insurance costs. These features, plus radar, are good reasons to ship dependably by United Air Lines.

FOR EXTRA DEPENDABILITY, SHIP UNITED—THE RADAR LINE

For service, information, or free Air Freight booklet, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

UNITED AIR LINES

*BIG RASCALS — FIRST PLACE!

THAT'S THE WAY THE BALL BOUNCES IN PHILLY!

After a phenomenal kick-off in February of this year, lifting WRCV-TV 269% to first place, BIG RASCALS continue to win a greater and still greater share of the audience.

ARB FIGURES MON-FRI 9-10 A.M.

JANUARY	
WRCV-TV	2.1
SUSIE	4.8
Station C	1.5

FEBRUARY	
BIG RASCALS	7.8
SUSIE	5.6
Station C	1.2

MARCH	
BIG RASCALS	8.2
SUSIE	2.0
Station C	2.0

* *BIG RASCALS...133 RKO Comedies featuring Leon Errol.*

GUILD FILMS COMPANY, INC.
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

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SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

IN REVIEW CONTINUED

tors Corp. through Campbell-Ewald Co. on ABC-TV, Thurs., 9-9:30 p.m. EDT. Started July 3.

Coogo Mooga production; producer-director: Bill Hobin; associate producer: Bob Scheerer; musical director: Mort Lindsey; musical arranger: Ralph Burns; choreographer: Bob Hamilton; choral arrangements: Mel Pahl, Dick Williams.

THE CHEVY SHOW

The ghost of vacationing Dinah Shore lurks on the crowded set of her replacement show, haunting writers and stars. Each Sunday they go through a frenzy of songs, dances and skits, but the spectre won't be exorcised. It's a poor way to spend a summer night, watching the 60-minute rites and longing for the snows and good old *Chevy Shows* of wintertime.

They've hired a cluster of stars to hold things together until the fall. But so much talent is wasted in the uneasy variety format of the summer show. In the wealth of special material written each week, only the commercials and elaborate commercial bridges really communicate. The rest of the hour conveys little but false cheer.

Production costs: Approximately $45,000. Sponsored in color and black-and-white by Chevrolet Motor Div., General Motors Corp. through Campbell-Ewald Co. on NBC-TV Sun., 9-10 p.m. EDT. Started June 22.

Stars: Edie Adams, Janet Blair and John Raitt, with special guest Dorothy Kirsten and alternating comedians Rowan & Martin and Stan Freberg.

Henry Jaffe Enterprises production in association with NBC-TV; producer-director: Bob Henry; associate producer: Dean Whitmore; writers: Ed Simmons, Arnold Sultan, Marvin Worth; choreographer: Ward Ellis; music director: Harry Zimmerman; associate directors: Julio De Benedetto, Gene Law.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE —

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

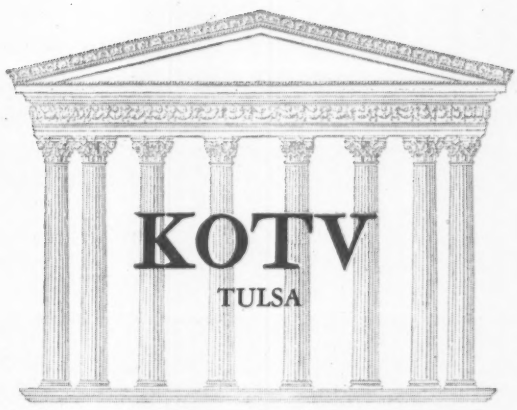
title/position (occupation required)

company name

address

city zone state

Please send to home address— —



A television market is more than a city

When you use KOTV (2) Tulsa, you sell a television market whose:

- **Total Retail Sales are greater than Metropolitan Dallas.**
- **Effective Buying Income is almost $2,000,000,000.**
- **Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.**

Smart advertisers want to tap this market. They do it over KOTV (2) the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

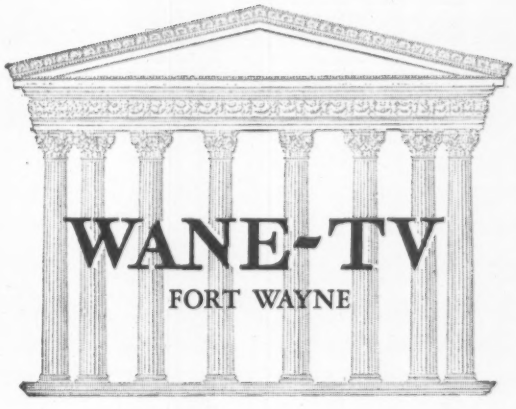
A television market is more than a city

When you use KGUL-TV (2) Houston . . . you sell a quarter of Texas—a television market whose:

- **Total Retail Sales are greater than Metropolitan Washington.**
- **Effective Buying Income is over $3,840,000,000.**
- **Food Sales are greater than Metropolitan Cleveland.**

Smart advertisers want to tap this market. They do it over KGUL-TV (2) the *only* station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

Sources: TV Mag. 3/58; Copyrighted . . . Sales Management 1958



A television market is more than a city

When you use WANE-TV (3) Fort Wayne, you sell a television market whose:

- **Total Retail Sales are twice those of Metropolitan Nashville.**
- **Effective Buying Income is over $1,380,000,000.**
- **Automobile Sales are greater than Metropolitan Seattle.**

Smart advertisers want to tap this market. They do it over WANE-TV (3) as more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne Market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

A television market is more than a city

When you use WISH-TV (8) Indianapolis, you sell a television market whose:

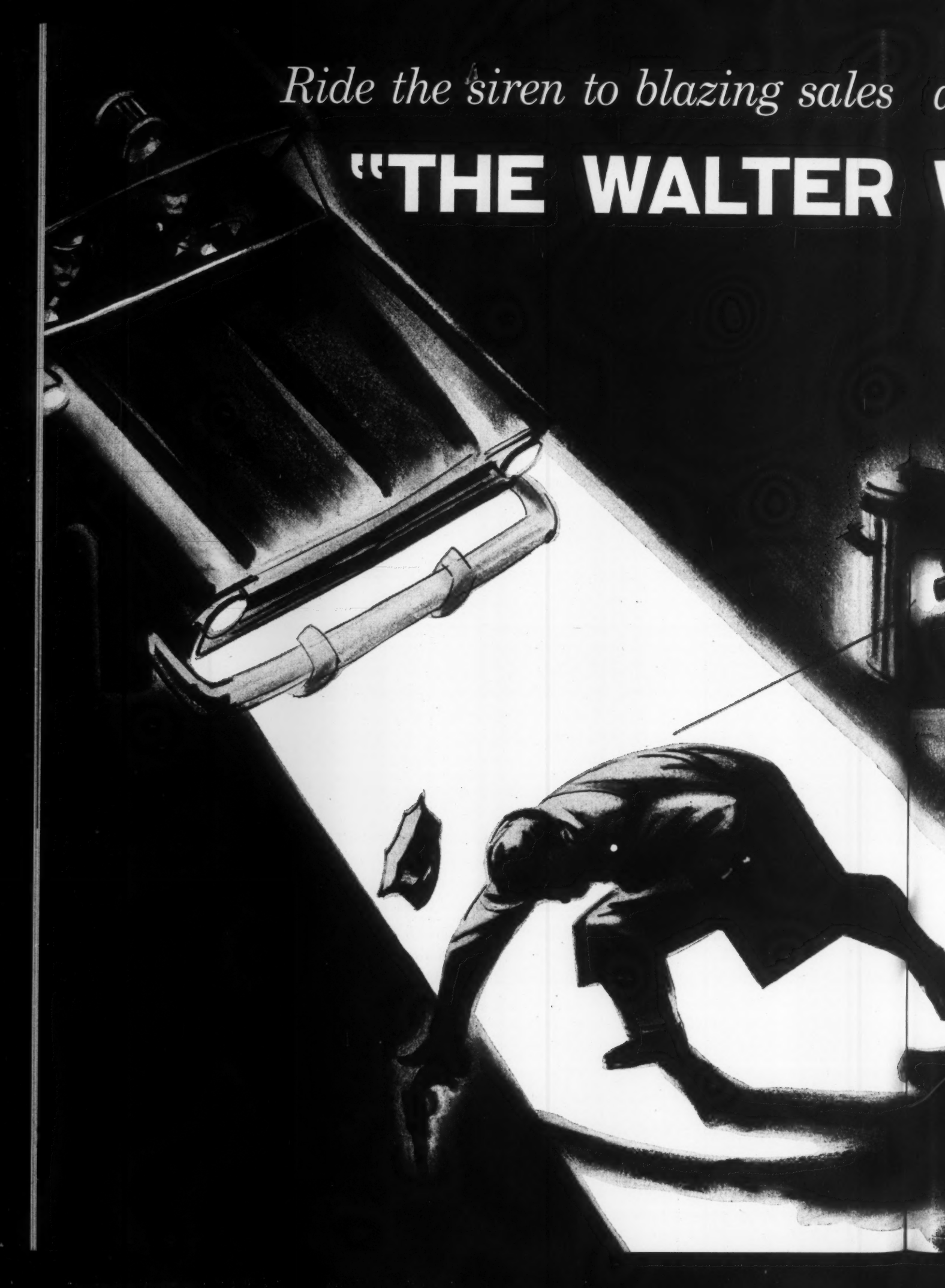
- **Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined.**
- **Effective Buying Income is almost $5,000,000,000.**
- **Food Sales are equal to Metropolitan Milwaukee and Cincinnati combined.**

Smart advertisers want to tap this market. They do it over WISH-TV (8) the station that has dominated the Indianapolis Market in 25 consecutive surveys. Represented by Bolling.

Sources: All ARB, Pulse, Nielsen surveys since July 1955; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis


Ride the siren to blazing sales
"THE WALTER

s action... with America's No. 1 Reporter

R WINCHELL FILE"

Produced by Desilu

NTA'S HIGH-VOLTAGE HALF-HOUR SERIES OF 39 EPISODES

The biggest "built-in" television audience . . . 25,000,000 loyal Winchell readers in 130 markets . . . is ready to follow these stark, on-the-scene dramatizations of the true, headline-making stories that rocked the nation! With this assured, pre-sold audience . . . and this crackling-with-action series of true stories taken from the private files of America's "best read, most quoted reporter" . . . you can bring trade and audience excitement up to a white-hot pitch in every market! This is the sure-fire "show-and-sell" property of the season. Lock it up for your markets by shooting us a wire . . . today!

NTA

National Telefilm Associates, Inc.

COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK, N. Y.
JUdson 2-7300

CHICAGO: Michigan 2-5561
ATLANTA: Trinity 3-3343
TORONTO: Walnut 4-3766
HOLLYWOOD: Olympia 2-7222
SAN FRANCISCO: Skyline 2-6776
MINNEAPOLIS: Federal 8-7013
LONDON: Trafalgar-1127
BOSTON: Liberty 2-9633
DALLAS: Riverside 7-6559
MEMPHIS: Jackson 6-1565

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
631,000
consumers
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's
WILS
music news sports

OUR RESPECTS
to Abe Plough

Fifty years ago a Memphis youth decided to utilize the power of the human voice to sell medicine. Sixteen-year-old Abe Plough set out in a buggy to persuade Memphis residents they could cure their ailments with a product to which he had given the glamorous name, Plough's Antiseptic Healing Oil.

Blending zeal and a sturdy set of lungs, he started a pharmaceutical enterprise that did a $29.5 million business in 1957. The lone voice of a Tennessee lad has been augmented by four metropolitan radio stations and nationwide radio and tv promotion. The Plough-owned stations are WMPS Memphis; WJJD Chicago; WCOP Boston and WCAO Baltimore.

Abe Plough—and that's all there is to his name, according to Abe Plough—first built up his business by augmenting his horse-drawn voice with handbills stuck on fence posts. Soon he had built daily distribution to 25 bottles, packaging the medicine at night in a loft and hawking it during the day. Often he negotiated barters with merchants, swapping healing oil for goods off their shelves—a routine that required two sales to complete the equivalent of a single transaction but served as a good training course in the subtle arts of selling, promoting and merchandising.

A little later, he decided to try a small ad in the *Memphis Commercial Appeal.* This was his first major media venture, launching in a half-century career closely tied with the growth of print media and then electronic advertising.

Back in 1908 young Abe Plough bought his healing oil by the barrel from Van Vleet-Mansfield Drug Co. Operating under the name Plough Chemical Co., he packaged his medicine in 25, 50, and 75-cent sizes. The product became popular, the business grew and by 1917 the Plough manufacturing and distribution empire occupied a three-story building and production was up to 2,500 packages daily.

Then came the break that led Plough Chemical Co. into national prominence. This was the marketing of a low-cost aspirin. In 1920 Abe Plough bought out the St. Joseph Co., which sold a liver regulator. He was more interested in the name than the liver regulator and decided St. Joseph would make a good label for aspirin selling at 10 cents for a 12-tablet box instead of 25 cents, the Bayer price.

The idea caught the public's fancy and sales zoomed. The next step was a daring one. St. Joseph aspirin was promoted in 400 newspapers. It cost $1,200 weekly, a staggering sum at the time, to run little $1 ads thrice-weekly in the newspapers. A shrewd advertiser, he had discovered that large numbers of newspapers were adopting a pyramid makeup which put many of the smaller ads high up on the page. Inevitably, St. Joseph aspirin became a national seller because the public read the ads, bought the low-cost aspirin and liked it.

Abe Plough was following a familiar American pattern—diversifying of products and competitive selling. The might of Bayer, a hated name that isn't even whispered around the $2 million, six-acre Plough plant in Memphis, didn't impress young Plough. He sold aspirin furiously and had to call in outside capital to expand.

Besides diversifying the product and expanding distribution, Mr. Plough, a 10-year radio user, decided in 1944 to buy a radio station—WMPS Memphis—when Scripps-Howard was forced by the FCC's duopoly rule to sell one of its two Memphis stations. He believed sincerely in the medium, having used programs on radio networks and pioneered dramatized one-minute announcements successfully. The Plough Inc. 1958 schedule has included NBC *Monitor* news, ABC news, Robert Q. Lewis on CBS Radio, NBC *Bandstand* and *My True Story* and local spots on nearly 150 stations. Mr. Plough began tv in 1951, expanding steadily to most major markets.

After a decade as operator of WMPS, he added WJJD Chicago and WCOP Boston. Two years ago he bought his fourth outlet, WCAO Baltimore, and there is no sign that he has decided to stop broadcast expansion at that point. Harold R. Krelstein is president of the broadcast properties.

Abe Plough was born Dec. 27, 1891, in Tupelo, Miss. His parents moved to Memphis when he was a year old. Leaving school after the eighth grade, he clerked in a drug store, liked it, and that's how he got into the pharmaceutical business. The company now operates in 58 countries. It owns such names as Mexsana, Musterole, the pioneering St. Joseph aspirin for children, Mistol, Coppertone, Nujol and Penetro.

The radio stations hold his close interest as public service vehicles, business enterprises and copy testing boards. They feature a news and music format and their revenue stories are healthy under Mr. Krelstein's direction.

Mr. Plough is reticent about his own career. He makes many gifts to charity but they are always anonymous. Though 66 years of age, he is often taken for a man in the fifties. His family includes two daughters and six grandchildren. In 50 years of selling he has spent $100 million in advertising and promotion.

w-ten

channel 10

CBS
BASIC
AFFILIATE

ALBANY · SCHENECTADY · TROY

announces the appointment of

BLAIR-TV

as national representative

effective August 1, 1958

CAPITAL CITIES TELEVISION CORPORATION

BOX 10 · ALBANY 1, N. Y. PHONE—ALBANY 3-2225 · TROY, BRIDGE 1-2345

For The First Time
in History
$500
More
Total
Listeners
THAN ANY STATION IN ITS MARKET, INCLUDING A 50,000 WATTER, SOMETIME EVERY DAY... SEVEN DAYS A WEEK, ACCORDING TO THE LATEST NIELSEN
FIRST PRIZE ... $250.00
SECOND PRIZE ... $150.00
THIRD PRIZE ... $100.00
WHO ARE WE?*
ANSWER WILL APPEAR IN JUNE 9th ISSUE OF BROADCASTING

*A happy and pleased radio station, that's who!

Why? Because this one-page advertisement in the May 12 issue of BROADCASTING brought correct identification from 420 time buyers – at agencies of all sizes throughout America – who wrote direct to

WINN
LOUISVILLE

But the same advertisement in *two* other publications netted only 39 correct responses.

***Ratio of results? Better than 9-to-1 for* BROADCASTING!**

(The first three time buyers whose answers reached WINN won cash prizes of $250, $150, and $100 respectively – in this order: 1st – Rena Mayer, Campbell-Ewald Co., Inc., New York; 2nd – Leonard Kay, McCann-Erickson, Inc., Chicago; 3rd – Frank W. White, Kirkland, White & Schell, Atlanta.)

"Overwhelmed at this tremendous reaction," declared WINN, emerging from its incognito contest. *"A 'plus' for the tremendous readership among the advertising agency people."*

And "A-plus" is how more *PAID* subscribers ... more radio-TV business advertisers ... grade the pages of BROADCASTING than they do those of any other publication in the field. *YOU* – like WINN – can *also* win with BROADCASTING!

BUT NOT THE FIRST TIME IN OUR HISTORY!

BROADCASTING's ***readers are the kind of people who* KNOW *the answers – and here's another significant demonstration of how they proved it!***

1) This unsigned "mystery station" advertisement ran in THREE different business publications covering broadcast advertising news. BROADCASTING was one.
2) The unidentified station offered $500 in prizes to the first three time buyers who recognized the "250 watt local independent in the top 50 markets" and wrote to it direct.
3) A total of 459 time buyers correctly identified this as an advertisement of WINN, Louisville. *BUT –*
4) *More than 90% of the responses – or 420 time buyers out of the 459 – came from those who saw it in* BROADCASTING!

It figures, of course. For 27 years now, BROADCASTING has always been the publication that the busiest people in the field of broadcast advertising turn to first . . . and follow most consistently.

Response such as WINN experienced – results that stand head-shoulders-&-knees above other radio (and TV) journals – is no novelty to advertisers who use BROADCASTING's well-thumbed pages. This is only one reason why radio-TV's most authoritative business-weekly carries more advertising than the next three publications combined.

The comments of WINN General Manager Glen A. Harmon are typical. "As you know," he writes, "we recently ran a full-page ad in BROADCASTING, *Sponsor* and *U.S. Radio,* asking time buyers to identify the station that is a 250-watt local independent in the top 50 markets, with more total listeners than any station in its market, including a 50,000-watter.

"Naturally, we had a tremendous response from all of these. As a matter of fact, a total of 459 time buyers correctly identified WINN."

Then – with understandable enthusiasm – Mr. Harmon adds: ". . . you will be happy to know that, of the total number of responses, 420 of the 459 came as a result of the ad in BROADCASTING Magazine, which I think is a 'plus' for the tremendous readership among the advertising agency people.

"We at WINN were overwhelmed at this tremendous reaction and we have plans in the making for some new promotions which I think will be even more explosive than the previous one."

NO MYSTERY IN *THIS* HISTORY –

The attention and preference that BROADCASTING enjoys among agency and advertiser readers are substantiated by some down-to-earth facts. Within this category of circulation alone, you'll find more than 5,000 *PAID* subscribers – which is greater than the next three radio-TV journals combined. They, in turn, pass and route BROADCASTING to more than 16,000 of their agency-advertiser colleagues. The aggregate is a weekly readership of over 21,600 people in the realm of radio-TV advertising decision-makers who thus keep abreast of everything new almost as fast as it happens.

A lot also happens – as you have seen – when the pages of BROADCASTING are the highway for *your* advertising messages to this great concentration of executives who purchase, plan, schedule and evaluate the bulk of America's radio and TV advertising. There's a *BIG* difference when you reach them via BROADCASTING. For BROADCASTING is *the* radio-TV business paper they can get *only* by *PAYING* for it . . . the *sole* publication in its field that has qualified for membership in the Audit Bureau of Circulations . . . and the *one* comprehensive source of latest radio-TV news they pay for *because they want and need it!*

Doesn't take an adding machine to put *those* distinctive facts together. Like so many who advertise in BROADCASTING – you get an answer that *IS* an answer!

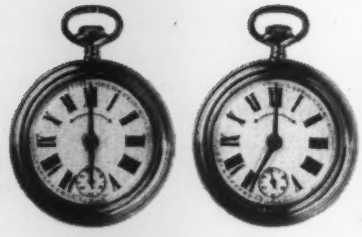
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

GOOD NEWS



WRC Radio serves a news-conscious Capital with 235 minutes of news a day—35 different daily news programs. The frequency and scope of its news broadcasts make WRC the leading news station in Washington. Look at radio's most popular news period, for example. From 6 to 7 p.m., *each* of WRC's five daily news programs reaches an average of 78,660 different listeners—*41% more listeners* than the second-best station.* And 9 out of 10 WRC listeners are *adults*. The Washington market has just had a *$60 million increase* in consumer spendable income. To achieve daily impact on the adults who control this huge new buying power, you need WRC Radio which, *week after week, reaches a greater concentration of adults than any of Washington's 17 other radio stations!* And there's no better way than with good news, WRC Radio news. Contact WRC . . . or NBC Spot Sales.

*A. C. Nielsen Co.

The NBC buying power station in Washington, D.C. WRC • 980 *Sold by NBC Spot Sales*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 3 JULY 21, 1958

TROUBLE FOR SPORTS BROADCASTING

• Pro teams seek antitrust exemption to throttle radio-tv

• They've won their case in House; now it's up to Senate

Commercial sports promoters ran into Congressional trouble last week when a Senate investigating group made this startling discovery:

• A bill exempting professional sports from antitrust laws would give promoters the absolute power to black out every broadcast of a commercial sports event within their own sport and the opportunity to arrange broadcasting blackouts of other sports as well.

Even more, it would:

• Allow them to set the radio-tv rules for pre-game, post-game and possibly other programs covering detailed results of games.

Four commercial sports would enjoy absolute freedom from the antitrust laws which protect the public from business conspiracy. This Congressional blank check would be granted by a bill (HR 10378, S 4070) which has passed the House and is now in the Senate.

Senators sitting at an antitrust subcommittee hearing were told, in effect, by the Dept. of Justice that:

• Baseball, football, hockey and basketball promoters would have the right to protect their own teams plus all the other teams in the other three sports from any sports broadcast that might affect attendance at any sports event in almost every city in the nation.

"The widest barn door I have ever seen," said Sen. Joseph C. O'Mahoney (D-Wyo.).

And the Dept. of Justice added:

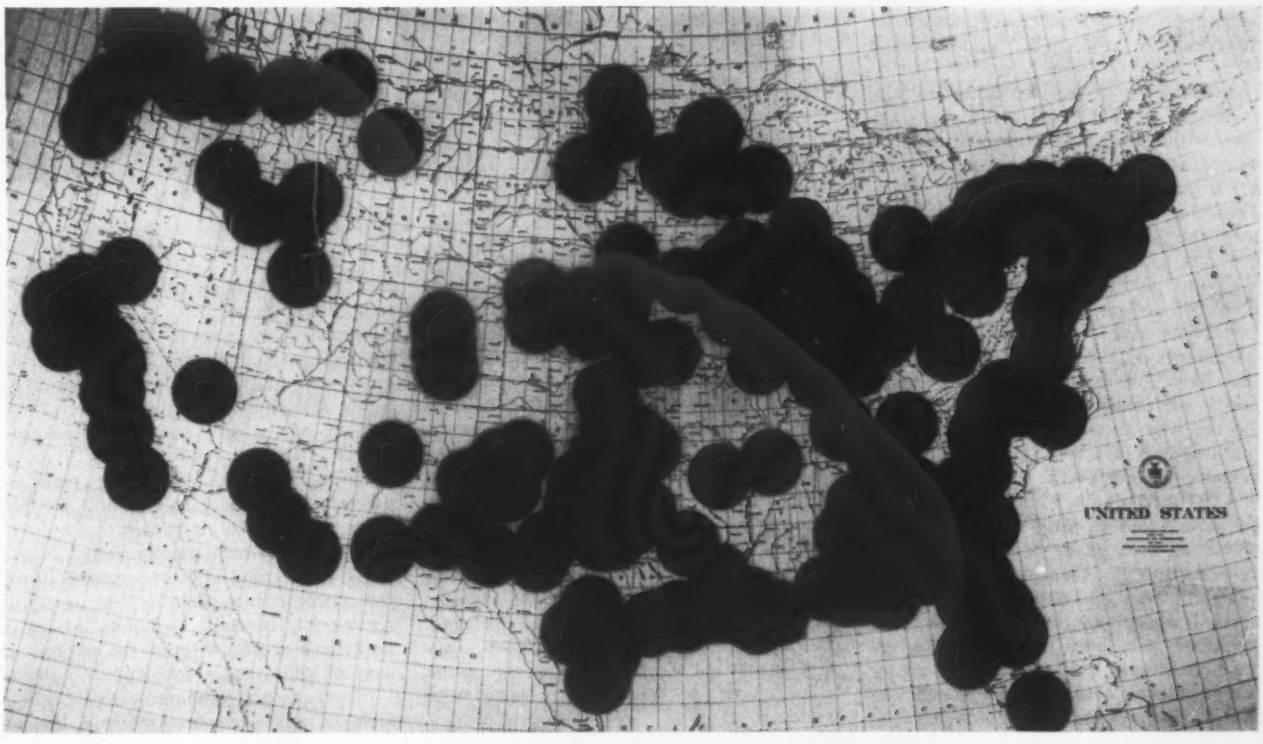
• "This blanket broadcast and telecast exemption could mean that the great bulk of the American-viewing television public is stripped of the right to watch team-sports contests."

The antitrust exemption, featuring a broadcast waiver for organized sports, has already passed the House. Senate hearings enter their third week Tuesday (July 22) when professional football will be represented by several top stars plus representatives of promoters.

It was obvious at the weekend the Senate subcommittee isn't disposed to let such unprecedented abrogation of Congressional powers slip by without a searching look into the public's rights.

Some of last week's testimony put broadcasters in a highly unfavorable light. Most

PATTERN OF POSSIBLE BLACKOUTS FOR BASEBALL TV



THIS MAP shows areas from which major league baseball telecasts could be excluded if present bill became law. Each circle is 75-mile radius from home of a minor league club. Under proposed law, major league teams could be prevented from telecasting into minor league territory. Circles cover two-thirds of U. S. area and roughly 90% of U. S. population. Map was submitted to Senate antitrust subcommittee (Estes Kefauver [D-Tenn.], chairman) by Justice Dept. last week.

Pro sports seek legal restraint of broadcasts CONTINUED

damaging, they were blamed by organized baseball for the decline of minor leagues, most of the major leagues' troubles and for post-World War II changes in the public's recreational habits.

"Big money" is behind those who oppose the antitrust blank check for baseball, said ex-Sen. Edwin C. Johnson of Colorado, former chairman of the Senate Interstate Commerce Committee and an ardent sports booster. He castigated broadcasters this way:

• "They pretend to be patriots but they want the money."

Testifying Thursday (July 17), Mr. Johnson revived his favorite bluff-calling idea. He suggested this sort of amendment to the bill:

• Broadcasters should have unlimited access to cover all sports events—but only on a sustaining or non-commercial basis.

He once introduced a bill to this effect while serving in the 83d Congress.

"They won't put on these programs just for entertainment," he said last week. "They want the money."

Mr. Johnson offered a semi-probational sort of amendment to the antitrust exemption. He would limit the law to a life of six years. If baseball abuses its privilege, Congress can do something about it, he said.

And he had another generous idea:

• Make it obligatory for major league baseball teams to cut up the revenue from network broadcasts and split it among the minor league teams.

Ford Frick, baseball commissioner who had testified earlier in the week, told BROADCASTING he didn't see how a broadcast contract could divide the broadcast income equitably among the minor league clubs.

The complexity of the idea disturbed him. He said he had told NAB many years ago he was willing to allow unlimited baseball broadcasting on a non-commercial basis only. It struck him as a cute way of revealing the commercial hand of broadcasters, the same position taken later by Sen. Johnson.

A gloomy picture of baseball's future was painted by ex-Sen. Johnson last week in an impassioned plea for passage of the antitrust exemption.

"Baseball will become a parlor game played in an empty stadium if you let this go on the way it is now," he said. "It will be nothing but a television show." He is a former president of the Western League.

The "21-inch alumni" have caused minor league admissions to drop from 41 million in 1949, all-time peak, to 15 million last year, according to George H. Trautman, president of National Assn. of Professional Baseball Leagues (minors).

Sen. Estes Kefauver (D-Tenn.), subcommittee chairman, observed, "The major leagues don't have to put on their broadcasts unless they want to."

Mr. Trautman, asking approval of the bill, said radio stations can get play-by-play coverage rights for major league games for as little as $30 a game whereas many minor clubs can't even sell their broadcast rights locally.

He was especially critical of weekend baseball networks, claiming some of the major broadcasts run right up to the minute a minor league game starts at which point a station may say it has to drop the big game because the local club doesn't want competition. He asked broadcast relief "on the day we play local games" in an area 75 miles from the ball park.

FCC Chairman John C. Doerfer said the Commission feels the public should have a broad selection of programs and pointed out the bill might mean fewer sports broadcasts.

Hearings will resume Tuesday (July 22), turning to the views of professional football promoters and players. Tuesday witnesses—Edward W. LeBaron, Redskins; Kyle Rote, Giants; Lester Richter, Rams; Creighton Miller, attorney for the players in the National Football League. Wednesday—Rep. William E. Miller (R-N. Y.); Sammy Baugh, Rotan, Tex., former Redskins quarterback; James M. Tatum, head football coach, U. of North Carolina; Arthur J. (Dutch) Bergman, prominent Washington sports figure. Thursday—Rep. Emanuel Celler (D-N. Y.) and Bert Bell, commissioner of the National Football League.

Rep. Celler is author of another bill granting antitrust exemption to sports if "reasonably necessary." Omission of this safeguard in the House-passed bill, now before the Senate subcommittee, provides the barn-door that Chairman Estes Kefauver (D-Tenn.), Sen. O'Mahoney and Sen. John A. Carroll (D-Colo.), of the subcommittee, have referred to frequently in questioning witnesses.

NAB, which has formally opposed the bill, is expected to testify in the near future, possibly next week.

References to the place of pay tv in the sports picture were made several times last week by senators and witnesses but the questions and comments shed little light on this controversial topic.

While last week's testimony went into detailed discussions of technical baseball procedures and the rights of players, the testimony of Robert A. Bicks, first assistant, Antitrust Division, Dept. of Justice, showing the Justice Dept. insistence on protection of public rights proved disconcerting to proponents of the bill. Mr. Bicks said the "unbridled power" given organized sports, "runs counter to traditional concepts of commercial responsibility at the heart of our free enterprise system."

For example, he said, there is no need of justifying broadcast restraints by showing their need or desirability. He continued, "It would permit the games to be seen and heard by the public to be determined by the small group of people who control broadcasting and telecasting rights to sports contests.

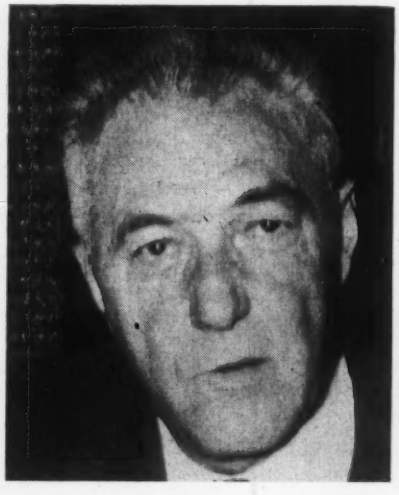
"Since the sports involved—baseball, football, basketball and hockey—are those most commonly seen on tv and heard on radio, this legislation could conceivably result in a virtually complete blackout of sports broadcasts and telecasts."

Going further, Mr. Bicks posed this danger: "A literal interpretation would extend the antitrust immunity to radio and tv programs which merely issued news reports concerning sports contests. It might thus become impossible to hear or see news reports on baseball, football, hockey and basketball scores without the express consent of the leagues involved.

"There is no comparable restriction possible in any area in American life other than those for which regulatory bodies have been established by Congress."

Mr. Bicks explained that the four sports could have inter-sports agreements that would prevent a football telecast, for example, while a baseball game was in

For broadcasting: two threats



progress. As to pay tv, he said the legislation does not alter the position of Justice Dept.

Mr. Bicks introduced a Justice Dept. "blackout map" based on a proposal by Paul Porter, counsel for the major leagues and Comr. Ford Frick, that it approve a rule "that no club would authorize the televising of one of its games by a station in the territory of another club on the day that the other club is scheduled to play a home game." The protected territory would include an area within a 75-mile radius from the ball park.

After Mr. Porter submitted the proposal last Feb. 12, Justice Dept. took the position that such a rule would violate the Sherman Act.

The map showed that over two-thirds of the area of the U. S., and a much larger share of the population, would come within the blackout area. It included 75-mile-radius circles for each minor club, including cases where club territory overlapped.

House Commerce Committee, had pointedly suggested that FCC refrain from acting on pay tv pending Congressional adoption of policy. He said FCC has almost no jurisdiction over closed-circuit tv.

Mr. Frick contended the Dept. of Justice, by applying the antitrust laws to organized baseball's broadcasts, has prevented the sport from protecting minor league clubs from saturation of their territories with major league broadcasts. He said that last February the majors and minors had sought department approval for a rule providing that no club would authorize telecasting of one of its games by a station in the territory of another club on the day that the other club is scheduled to play a home game.

This adoption of the National Football League principle, which bore federal court sanction, was ruled out by Justice because it would protect other leagues from competition whereas there is only one football league.

He regretted baseball was "compelled to

. . . . . and an unexpected, articulate ally

Save the great national game of baseball, the two top executives of the professional sport pleaded last week. Their way to do it: curb broadcasting.

Ford Frick, commissioner of baseball (far left), urged passage of bill granting antitrust exemption to four sports.

George H. Trautman (left), president of National Assn. of Professional Baseball Leagues (minors), testified major league broadcasts in minor league territory will destroy minor league structure. He traced heavy share of minors' troubles to "21-inch alumni."

But a directly opposite stand was taken by Robert A. Bicks (right), U.S. Dept. of Justice. He foresaw danger most of public would be "stripped of the right to watch team-sports contests."

FCC Chairman Doerfer first reminded the committee that the legislation deals with communications yet does not amend the Communications Act of 1934. He recalled that FCC is forbidden by law to exercise censorship of radio and tv programs, adding that the bill concerns itself with public-interest antitrust matters which are properly subjects for decision by Congress.

"In our [FCC] judgment," he said, "the public interest is best served by having available to the public the widest possible choice of programs. The question of whether or not this legislation will result in less sports broadcasting is important to the public and it is a very pertinent question to which the Congress should give very serious consideration. Sporting events evoke tremendous interest and they are among the most highly popular programs that are received by the viewing public."

Flanked by Warren E. Baker, FCC general counsel, he was questioned on antitrust language in the Communications Act.

Asked about pay tv, he reminded that Chairman Oren Harris (D-Ark.), of the

use a by-product of its business [broadcast rights] in a manner tending to destroy its main product [gate receipts]." He added it is impossible for all major league clubs to protect minors adequately from excessive broadcasting without a policy or rule, since advertising agencies insist on adequate broadcast coverage.

Mr. Frick denied the legislation would result in complete broadcast blackouts. He said only three of the 16 major clubs in 1956 had net income equal to or greater than their radio and tv income. Adoption of a broadcast policy by the leagues would still provide broadcasts on hundreds of stations, he said, and fans can still have local baseball as well as broadcasts.

Sen. O'Mahoney asked Mr. Frick why the majors didn't award part of their broadcast receipts to the minors, if they were so concerned about the minors' welfare. Mr. Frick replied he had made such a proposal to the Dept. of Justice but had been turned down.

Sen. Carroll observed that if baseball obtained the blank check provided by the bill, and did not police itself, there might be new legislation providing severe antitrust restrictions.

Sen. O'Mahoney read into the record letters from WHOK Lancaster, Ohio, and WSFA-TV Montgomery, Ala., opposing the clause exempting broadcasts from antitrust laws.

Earl W. Kintner, general counsel of the Federal Trade Commission, explained the commission opposes general exemptions to antitrust laws unless a need is clearly shown. He read a statement prepared by FTC Chairman John W. Gwynne suggesting the subcommittee consider the original Celler bill in the House. This bill exempted sports restrictions which are "reasonably necessary" for the sports to stay in business. He added that FTC takes no flat position on the bill as it passed the House, where "reasonably necessary" was excluded.

Calvin Griffith, president of the Washington Senators (American League), favored the legislation. During his Tuesday testimony the subcommittee members also questioned John E. Powell, his counsel and secretary of the Washington club, and Benjamin F. Fiery, American league counsel. They recalled that organized baseball had suffered a court loss some years ago when a boycott charge was pressed by the old Liberty network. The baseball witnesses charged Liberty pirated the games.

All of the professional baseball witnesses want the right to control broadcasting under the former rule 1D which provided that no major league club should broadcast or telecast its games from stations located outside its own territory and in the area of another club without the latter club's okay.

Formerly the clubs defined "territory" as 50 miles out from the ball park. Now they want a 75-mile radius. In 1949 Justice Dept. forced a change in this rule to ban broadcasts and telecasts in other clubs' territory only while the other club was playing a home game. Rule 1D was repealed in 1951.

Sen. Karl E. Mundt (R-S. D.) introduced an amendment to the bill making professional baseball exempt from antitrust laws only so long as the city of Washington is represented by a major league team.

William H. McCarthy, general manager of the Nashville Vols (Southern Assn., AA), testified Thursday he was concerned by the tv problem but didn't feel he had the answer to it. "I know if people can watch two weekend games they won't bother coming out to see their minor league team," he said.

There may not be any minor leagues within 10 years, Mr. McCarthy predicted. If there are, he felt they will be completely subsidized by the major league teams and might play exhibitions instead of games.

Radio and tv protection would be "most beneficial" to minor leagues, Mr. McCarthy said in answer to a question by Rand Dixon, chief counsel of the subcommittee. He argued the "real salvation" is home ownership of minor clubs and the chance to train and sell players.

The Vols games are broadcast on WSM Nashville, according to Mr. McCarthy. Telecasts of home games last year, he said, cut attendance from roughly 2,300 to 700 or 800 a game.

TIDE TAKES LEAD IN NETWORK TV

- **P&G invests more than $4 million, $712,202 for Tide**
- **Cigarettes, autos, detergents dominate network top 15**

Procter & Gamble's Tide detergent was the leader among all individual brands in network tv for May with a total of $712,202. P&G, with a respectable $4.2 million-plus in network expenditures in May, also brought in $376,131 on behalf of another single product—Gleem tooth paste—to give the Cincinnati-based national advertiser two brands in the top 15.

P&G as usual was No. 1 network tv investor for the month. Runner-up brand leaders in May: Brown & Williamson's Viceroy cigarettes, Chrysler's Dodge cars, Whitehall's Anacin and General Motors' Chevrolet.

The network advertiser spending estimates for May were released late in the week by the Television Bureau of Advertising and are based on a report by Leading National Advertisers and Broadcast Advertising Reports.

Data includes the top 15 in gross billing (time) by national advertiser and by brand as well as estimated expenditures (also gross time charges) of network tv advertisers by product classification.

Looking over the top 15 brand leaders, the automobile firms—namely Dodge, Chevrolet, Ford and Oldsmobile—once again were driving hard with a substantial per brand billing; R. J. Reynolds Tobacco Co. had two of its brands, Winston and Camel, in the select listing; General Motors had two auto brands and P&G as mentioned previously was represented twice.

In categories, the brand leaders were cigarettes with four, automobiles with four and detergents with three.

The breakdown into day parts of network tv billings showed nighttime gross time charges in May up 13.2% and increased by 15.1% for the January-May period. Daytime gross increased all along the line, the biggest upswing during Saturday and Sunday.

Not only did ranks change among the top 15 tv advertisers on the networks, but a newcomer to this list, Brown & Williamson, long identified with hefty spot tv expenditures, settled in the No. 14 berth with $855,375. Compared to April's top 15, the identity of the advertisers was the same except B&W, which was added, and one which dropped from the list, Pharmaceuticals Inc. (No. 15 in April).

Still running as monthly $8 million-level "twins" were the product categories of foods and toiletries ($8.9 million and $8.3 million, respectively). To underscore their importance in network television: estimated expenditures of all product classifications in May totaled a little more than $47.9 million; foods in the January-May period brought in above $44.7 million, toiletries for the same five months a little over $41.1 million.

For the five months of this year, the ranking of the over-$20 million product categories were in this order: foods, toiletries, soaps, automobiles, smoking materials and medicine-proprietary remedies.

The compilation supplements a report of July 7 that showed each network increasing its billing in gross time sales. Total network tv gross time billings in May were $47.9 million-plus, up 10.5% over a year ago; the cumulative total for January-May was more than $239.3 million, a rise of 13.3%.

TOP 15 *By Company*

MAY 1958

1.	PROCTER & GAMBLE CO.	$4,266,197
2.	GENERAL MOTORS CORP.	2,150,179
3.	LEVER BROTHERS CO.	1,902,583
4.	GENERAL FOODS CORP.	1,845,044
5.	COLGATE-PALMOLIVE CO.	1,811,142
6.	GILLETTE CO.	1,531,513
7.	CHRYSLER CORP.	1,525,150
8.	AMERICAN HOME PRODUCTS CORP.	1,356,582
9.	R. J. REYNOLDS TOBACCO	1,332,392
10.	BRISTOL-MYERS CO.	1,272,561
11.	AMERICAN TOBACCO	1,108,377
12.	KELLOGG CO.	1,099,643
13.	FORD MOTOR CO.	1,036,970
14.	BROWN & WILLLIAMSON TOBACCO	855,375
15.	LIGGETT & MYERS TOBACCO	854,696

TOP 15 *By Brand*

MAY 1958

1.	TIDE (P & G)	$712,202
2.	VICEROY CIGARETTES (B & W)	668,236
3.	DODGE PASSENGER CARS (CHRYSLER)	646,404
4.	ANACIN (WHITEHALL)	605,248
5.	CHEVROLET PASSENGER CARS (GM)	588,604
6.	FORD PASSENGER CARS (FORD)	566,970
7.	WINSTON CIGARETTES (REYNOLDS)	553,894
8.	CAMEL CIGARETTES (REYNOLDS)	540,987
9.	L&M FILTER TIP CIGARETTES (L&M)	423,694
10.	WISK LIQUID DETERGENT (LEVER)	407,188
11.	BUFFERIN (B-M)	401,066
12.	FAB DETERGENT (COLGATE)	384,738
13.	GLEEM TOOTH PASTE (P & G)	376,131
14.	GERITOL (PHARMACEUTICALS)	367,729
15.	OLDSMOBILE PASSENGER CARS (GM)	364,016

NETWORK SPENDING *By Product Categories*

	MAY 1958	JAN.-MAY 1958
AGRICULTURE & FARMING	$ 4,659	$ 51,347
APPAREL, FOOTWEAR & ACCESSORIES	613,021	1,883,021
AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT	5,162,271	25,628,343
BEER, WINE & LIQUOR	450,394	2,686,020
BUILDING MATERIALS, EQUIPMENT & FIXTURES	227,644	783,778
CONFECTIONERY & SOFT DRINKS	686,689	3,907,295
CONSUMER SERVICES	132,780	1,574,829
ENTERTAINMENT & AMUSEMENT	—	212,616
FOOD & FOOD PRODUCTS	8,946,651	44,780,373
GASOLINE, LUBRICANTS & OTHER FUELS	194,070	1,191,304
HORTICULTURE	319,602	594,156
HOUSEHOLD EQUIPMENT & SUPPLIES	2,023,909	9,531,985
HOUSEHOLD FURNISHINGS	210,863	1,339,007
INDUSTRIAL MATERIALS	1,534,666	8,386,390
INSURANCE	700,597	3,052,084
JEWELRY, OPTICAL GOODS & CAMERAS	1,228,421	4,631,025
MEDICINES & PROPRIETARY REMEDIES	3,758,918	23,948,631
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	615,332	2,896,820
POLITICAL	—	66,174
PUBLISHING & MEDIA	80,059	660,940
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	633,640	3,311,232
SMOKING MATERIALS	4,980,989	24,332,266
SOAPS, CLEANERS & POLISHES	5,695,777	27,546,680
SPORTING GOODS & TOYS	162,312	715,049
TOILETRIES & TOILET GOODS	8,344,481	41,140,653
TRAVEL, HOTELS & RESORTS	202,525	1,091,031
MISCELLANEOUS	1,007,875	3,359,295
TOTAL	**$47,918,145**	**$239,302,344**

LNA-BAR: Gross Time Costs Only

Bank Radio Spots Find Market in Humor

"Humanizing a bank is somewhat like humanizing a corpse, but we're making progress," Hank Cavanaugh, advertising manager, Union Bank and Trust Co., Los Angeles, stated Thursday.

Speaking as part of a panel on bank advertising during the one-day workshop staged by the Assn. of National Advertisers at the Ambassador Hotel in Los Angeles, Mr. Cavanaugh commented that banks lose much personal loan business to finance companies because "the finance company makes the borrower feel that he's as good and maybe a little better than the man who is lending him the money, whereas in a bank it is the other way around."

Radio commercials depicting the adventures of a pair of just-landed Martians getting a supply of "earth-money" ("Look, it's the same color we are") through a Bank of America time loan, coupled with outdoor posters of the green people evoked an immediate reaction, Charles R. Stuart Jr., advertising manager, reported. The only trouble was that the reaction was emphatically negative, Mr. Stuart said, with the result that the bank management ordered the advertising theme changed immediately.

"Then came the nice letters, asking why we had stopped these amusing ads," he said. "This fan mail, caused a 20% increase in time loans, and brought about a restoration of the Martian campaign. Apparently people thought this indicated that Bank of America has a sense of humor and so is a good place to do business," he commented.

The use of gimmicks to attract people to a bank was recommended by Harry E. Peterson, advertising vice president of Citizens National Trust and Saving Bank of Los Angeles. An offer of a plastic baseball bank, advertised with a two-week barrage of tv spots and newspaper ads, produced more than $3 million worth of new business, made up of more than 2,000 new savings accounts which averaged $350 each instead of the required $10, plus a quantity of new checking accounts, Mr. Peterson reported.

The baseball gimmick's success was in line with an offer of a couple of years ago of a special Liberace record, available only through the bank which was then sponsoring the pianist in a local tv series. Some $5 million in new business resulted from this gimmick, Mr. Peterson said, and another exclusive Liberace record the following year did even better, the two bringing more than $11 million in new business to the Citizens organization.

Banking services don't fall in the "impulse sale" category, the fourth panel member, Fred M. Parke, advertising manager of San Francisco's First Western Bank and Trust Co. told the workshop audience. "You can't get a man to save if he hasn't any money to save and he won't borrow money unless he has a definite need for it," he declared.

First Western has been successful in increasing its personal loan volume by concentrating its advertising in late January, when people are most bothered by unpaid Christmas bills, and in the month preceding April 15, when income taxes create a problem common to everybody, particularly to those in the higher income brackets. Advertising in these two periods, First Western has been able to attract business from responsible people and to screen out deadbeats, Mr. Parke said. "This is important," he said, "because a loan is different from other advertised articles in that you want to get it back."

W. H. Dunning, of General Petroleum Corp., was chairman of the morning workshop session, at which Ray Robinson, of Foote, Cone and Belding, reported on this agency's research into public memory of the advertising it sees and hears; Fred Jordan, Richfield Oil Co., described the introduction of Boron in the West, and Emmett McCabe, Convair Div., Gen. Dynamics Corp., discussed "idea advertising," his term for all advertising not directly concerned with the sale of products or services."

Hugh McKellar, Squirt Co., was chairman of the afternoon session on product promotion. Its speakers were R. B. Clark of Sunkist Growers and Murray Yonker of Certified Grocers Assn.

Another western ANA workshop will be held Sept. 19 in San Francisco.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

July 21-25, 28-30 (12:30-1 p.m.) *It Could Be You*, participating sponsors.

July 21-25, 28-30 (2:30-3 p.m.) *Haggis Baggis*, sustaining.

July 21, 28 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

July 22, 29 (8-9 p.m.) *The Investigator*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

July 23, 30 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 24 (7:30-8 p.m.) *Tic Tac Dough*, Warner Lambert Pharmaceutical Co. through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

July 24 (10-10:30 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson Co.

July 25 (7:30-8 p.m.) *The Big Game*, sustaining.

July 26 (8-9 p.m.) *The Bob Crosby Show*, participating sponsors.

July 27 (7-7:30 p.m.) *Noah's Ark*, sustaining.

July 27 (8-9 p.m.) *Steve Allen Presents: Steve Lawrence and Eydie Gorme Show*, American Machine & Foundry through Cunningham & Walsh, Procter & Gamble and Greyhound Corp. both through Grey Adv.

July 27 (9-10 p.m.) *The Chevy Show*, Chevrolet Div. of General Motors through Campbell-Ewald.

ANA Publishes Ad Cost Chart

The Assn. of National Advertisers announced last week it has published a checklist of 127 factors to consider for better advertising budget preparation and control. The factors include pre-budget considerations, cost accounting in advertising, the formal budget, application of sound purchasing practices, purchasing space and time, management control and working with agencies for better budget control. The price of the chart is $1 and is obtainable from ANA at 155 E. 44th St., New York 17.

Radio-Tv Network, Spot Planned For New Tareyton 'Dual Filter'

The battle for supremacy among filter-tip cigarettes will become louder still over the next fortnight as American Tobacco Co.'s Herbert Tareyton brand plunges headlong into radio-tv to promote its completely revamped "dual filter" cigarette, ATC's second "hi-filtration" brand. Tareyton's new dual filter comprises two separate filters placed one on top of the other; the company claims that the activated charcoal filter combined with a pure white filter will cut down both vapor constituents and smoke solids.

To promote this radical departure in cigarette manufacture as well as the refurbished pack (completely redesigned by Lippincott & Margulies, industrial designers), Tareyton will take over full sponsorship of both *Bachelor Father* and *The Brothers*, alternating on CBS-TV (Sun., 7:30-8 p.m.). Both presently are American Tobacco shows sponsored on behalf of Lucky Strikes and Hit Parades, both via BBDO; effective Aug. 3, Tareyton will move in, but is expected to return the alternating week to BBDO upon the return of the Lucky-sponsored *Jack Benny Program* this fall. However, chances are Tareyton will replace Hit Parades on *Father* next season with that brand moving into the CBS-TV *Your Hit Parade* series.

Considerable spot activity is planned in both media, but Tareyton's New York agency, Lawrence C. Gumbinner (which stands to gain the network billing in terms of commission), declined Thursday to issue specifics of when, where and for how long.

Radio network also will be used in addition to spot. The cigarette firm purchased a strip of CBS Radio "Impact" participations starting Aug. 8 [see BUSINESS BRIEFLY, page 42].

Leo Burnett looked for multiple spots, found them, now wants to force them out

The fast-rising Leo Burnett Co., with billings near $100 million and a sizable stake in television (particularly network), is about to take a vigorous stand against multiple-spotting [CLOSED CIRCUIT, June 23].

At the core of Burnett's action:

(1) The conviction it should not be required to honor network or station contracts for programs or spot buys in which its clients are multiple-spotted.

(2) An overall study launched by its media department a year ago and a survey completed last April, showing wholesale multiple-spotting involving two of its clients —Philip Morris (Marlboro) and Allstate Insurance Co.—on a CBS-TV *Playhouse 90* program last Feb. 13. (Marlboro subsequently dropped its participation. Another Burnett client, Pillsbury Mills, later bought a segment. Competing R. J. Reynolds is now a participating sponsor.)

While Burnett officials won't say so, its survey is adjudged to have been a major factor in CBS-TV's decision to take the whole triple-spot issue to its affiliates. Since the irregularities were initially called to the network's attention last mid-April, both Burnett and CBS-TV have sought to iron out the trouble spots suggested in the survey.

In effect, Burnett plans to suggest a procedural guide for all television—spot as well as network—touching directly on announcements between (1) network programs, (2) local and network shows and (3) between local programs.

Whether it would, in effect, decline to honor payments of contracts involving network shows or station spots on behalf of clients who have been subjected to triple-spotting was not immediately determined.

Such a tack has been taken by Geoffrey Wade Adv., Chicago, and by Wade Adv., Los Angeles (a separate corporation), which stamp a clause on all station contracts indicating no payment for advertisers' commercials if they are triple-spotted.

Burnett has a similar approach in mind for the new $7.5 million Kellogg tv spot campaign breaking this September. It is making plain that triple-spotting is a definite consideration in seeking availabilites and seeks a declaration of policy from stations on the practice.

Station representatives and managers started conferring with Burnett last week on availabilities for proposed bulk program time purchases in 165 markets, with varying frequency discounts for film shows [ADVERTISERS & AGENCIES, July 14; June 30, 23; STATIONS, June 16].

CBS-TV has asked its affiliates to sign contract amendments stipulating they "shall not delete any part of any CBS Television Network program, including commercial messages, credits and network identification." Additionally, the network has revised its affiliates weekly reporting form to incorporate an affidavit attesting that no network program material has been cut to accommodate national spot announcements or local commercials.

While Burnett has been eyeing triple-spot practices since July 1957, it concentrated its probe of *Playhouse 90* on the evening of Feb. 13 this year with the expressed purpose of ascertaining whether any network time was being chipped away by CBS-TV affiliates for local announcements running over the prescribed length of time. It asked about 140 stations to supply actual telecast logs covering 105 minutes, including time before and after the program (9:30-11 p.m.). The survey defined multiple-spotting as any combination of more than two commercial announcements of varying length, aired back to back. It specifically eliminated network or station promos of 10 seconds or less but included all extra program promotions which counted toward multiple-spotting and covered network and station option time. It also excluded unsponsored station ID announcements of five seconds or less. On the basis of its findings, Burnett drew these generalizations:

- Multiple-spotting is widespread in all market sizes, from New York down.
- Stations multiple-spot generally in what is considered to be primarily option time (6:30-10 and 7-10:30 p.m. local time zones) but also including station option time.
- Stations indicated they indulged in the practice whenever they deemed it necessary to create availabilities.
- Stations multiple-spot between network and local programs and between network programs—very few between co-op shows.
- In some markets (surveyed by Burnett on *Playhouse 90*) all stations multiple-spot.
- A large amount of multiple-spotting is done in station option time, notwithstanding the preponderance in network option time.
- In participating programs, it's a 50-50 tossup as to whether or not stations multiple-spot.

What of specific Burnett findings?

A total of 118 stations (85%) carrying *Playhouse 90* live responded to Burnett's request for logs, but a vast majority apparently didn't log or time network commercials. Sixty-nine (58%) of those responding attested their logs jibed with a "master schedule"; the remaining 49 (42%) indicated a variation. An analysis of logs and letters from 37 stations indicated time losses for Marlboro ranged from 45 to 56 seconds on each of about 35 stations and for Allstate 24-38 on each of some 20.

The Burnett survey also disclosed that 20 (17%) of the 118 stations responding quadruple-spotted sometime during the 105-minute period; 68 (57%) triple-spotted. Seven of the 118 outlets aired competing client programs or announcements around *Playhouse*. Two out of three stations carrying it delayed were charged with triple-spotting.

RAB Timebuyer Poll Underway, Fall Conferences to See Result

Leading agency timebuyers are being canvassed by the Radio Advertising Bureau on a nationwide basis. The purpose: to find out first-hand the wants and needs of buyers allocating millions of dollars to radio.

The RAB survey, an annual project since 1955, got underway last week with approximately 200 selected timebuyers with 185 agencies scattered throughout 20 cities scheduled to be interviewed, the largest such

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,272,000 people in the U.S. over 12 years of age during the week July 5-11. This is how they spent their time.

65.3%	(81,803,000) spent	1,589.7 million hours†	WATCHING TELEVISION
60.3%	(75,526,000) spent	1,178.5 million hours	LISTENING TO RADIO
81.3%	(101,846,000) spent	408.6 million hours	READING NEWSPAPERS
38.3%	(47,979,000) spent	201.8 million hours	READING MAGAZINES
18.7%	(23,436,000) spent	265.7 million hours	WATCHING MOVIES ON TV
45.5%	(57,002,000) spent	241.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of July 1, Sindlinger data shows: (1) 109,368,000 people over 12 years of age see tv (87.3% of the people in that age group); (2) 42,371,000 U. S. households with tv; (3) 46,660,000 tv sets in use in U. S.

ARE YOU A "MILLION DOLLAR MOVIE" WINNER???

YOU ARE, IF YOU'RE . . .

Edward I. Barz of *Foote, Cone & Belding*, who has won FIRST PRIZE in the "Million Dollar Movie Match-The-Movie Contest"—a vacation cruise to Nassau. (The other 15 winners have been notified)

YOU ARE, IF YOU'RE . . .

a "Million Dollar Movie" advertiser this fall who will be regularly reaching a major share of New York TV homes with the strongest week-in, week-out, all-season-long lineup of films ever shown on television.

All the films are first run. ½ are post-SAG* films—the first in New York from a major Hollywood studio.

½ are great pre-SAG pictures like "Murder My Sweet," "Citizen Kane" and "Hunchback of Notre Dame."

YOU ARE, IF YOU'RE . . .

a "Million Dollar Movie" viewer (and better than 7 out of every 10 New Yorkers are regular viewers**) who will be seeing Hollywood's most popular performers playing in the very pictures that made them stars.

All-time greats like James Cagney, Humphrey Bogart and Paul Muni.

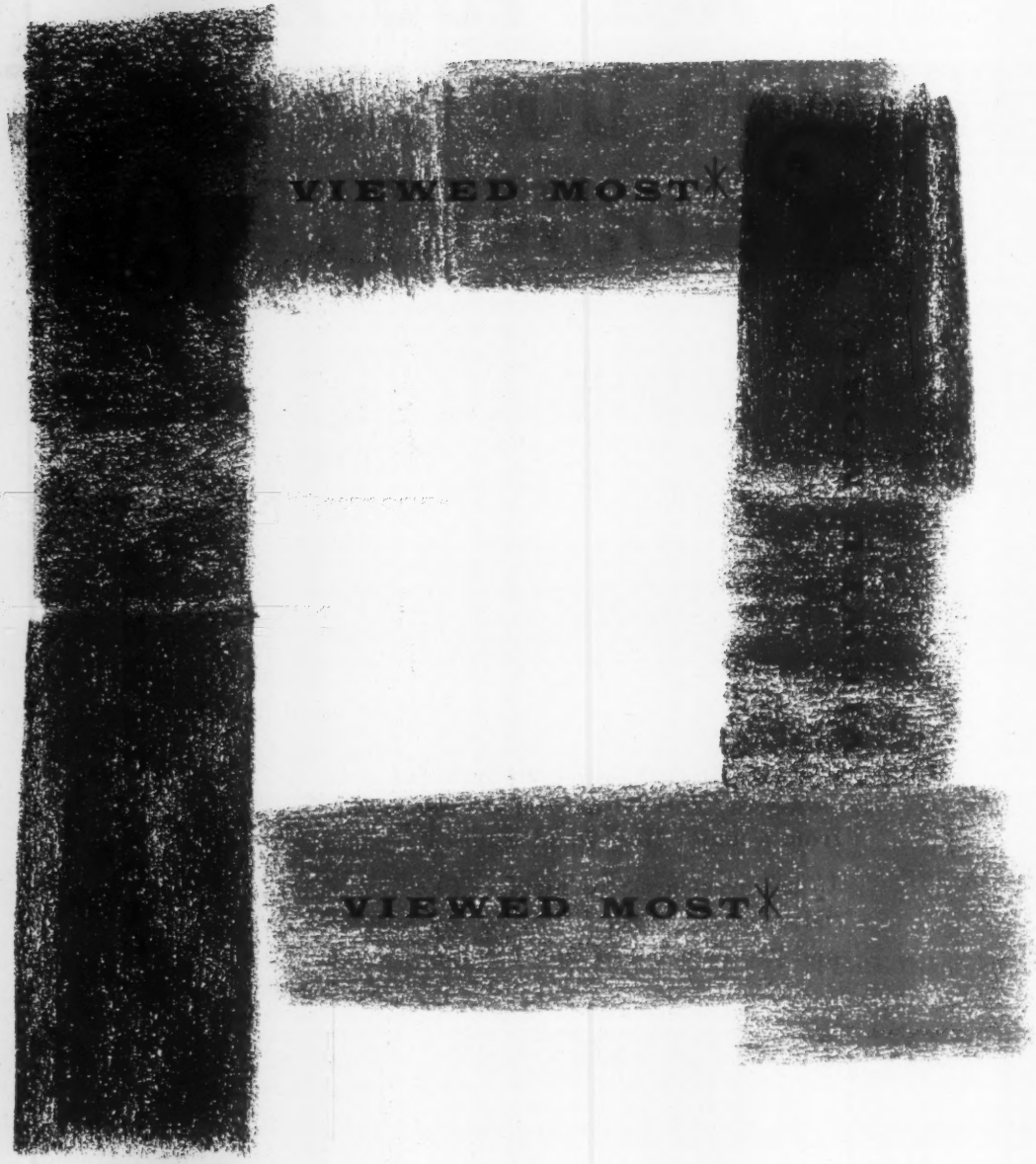
New post-SAG stars like Jane Russell and Marilyn Monroe.

For complete details about "Million Dollar Movie's" fabulous Fall 1958 lineup get a copy of our new presentation, "FIFTH AND FINEST YEAR," from Bill Dix at . . .

WOR-TV New York channel **9**

A Division of
RKO
Teleradio Pictures, Inc.

*Refers to the 1948 contract between Screen Actors Guild and major Hollywood studios.
**Nielsen, February 1958



* The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

survey in the annual series, according to RAB. The interviews will be conducted by members of RAB's national sales staff under the direction of regional sales manager Robert H. Alter.

Agency viewpoint will be sought in the survey that will cover a wide range of time-buying activity. Information collected will be treated in detail during RAB regional management conferences which start in September.

Among the topics: use of rating services, protective air time between competing product announcements, run-of-station schedules, programming, effectiveness of specific types of station promotion and ingredients desired in station presentations. The conferences, open to RAB member station management, are slated at these locations: Ponte Vedra Beach, Fla., Sept. 4-5; Palo Alto, Calif., Sept. 8-9; Sequoyah State Park, Okla., Sept. 11-12; White Sulphur Springs, W. Va., Sept. 15-16; Highland Park, Ill., Sept. 22-23; St. Clair, Mich., Sept. 25-26; Princeton, N. J., Sept. 29-30.

Counterblast at ANPA Bureau Loosed by CBS Tv Spot, TvB

The Bureau of Advertising of American Newspaper Publishers Assn. has provoked the ire of CBS Television Spot Sales and Television Bureau of Advertising as result of bureau release of an "analysis" that claims newspapers on a cost basis deliver 40% more than "nighttime spot tv" in the top 15 markets.

The newspapers' bureau said its analysis was prompted by CTSS' tv spot study that compared potential audience for similar money placed in spot tv (both daytime and nighttime) and in newspapers, and concluded that the potential audience ratio is 3 to 1 in favor of spot tv [ADVERTISERS & AGENCIES, June 9].

Both CTSS and TvB charged that the Bureau of Advertising used a faulty formula in determining what the bureau called "delivered spot commercial impressions" of three 20-second nighttime tv spots in the top 15 markets. Spots were compared with three 500-line newspaper ads. The

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for June 8-21

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	16,598
2.	*I've Got A Secret*	13,502
3.	*Wells Fargo*	13,459
4.	*Twenty-One*	13,244
5.	*Wagon Train*	13,244
6.	*Have Gun, Will Travel*	13,072
7.	*Ed Sullivan*	12,599
8.	*Chevy Show*	12,427
9.	*Playhouse 90*	12,126
10.	*Shirley Temple's Storybook*	12,126

Rank		% Homes*
1.	*Gunsmoke*	39.5
2.	*I've Got A Secret*	32.0
3.	*Wells Fargo*	32.0
4.	*Twenty-One*	31.8
5.	*Wagon Train*	31.7
6.	*Have Gun, Will Travel*	31.3
7.	*Ed Sullivan*	29.9
8.	*Red Skelton*	29.8
9.	*Chevy Show*	29.5
10.	*Playhouse 90*	29.1

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	15,781
2.	*Wells Fargo*	12,341
3.	*Have Gun, Will Travel*	12.212
4.	*I've Got A Secret*	12,126
5.	*Twenty-One*	12.083
6.	*Red Skelton*	11,051
7.	*Loretta Young*	10,492
8.	*Wagon Train*	10,449
9.	*Alfred Hitchcock Presents*	10,320
10.	*Father Knows Best*	10,062

Rank		% Homes*
1.	*Gunsmoke*	37.6
2.	*Wells Fargo*	29.3
3.	*Have Gun, Will Travel*	29.3
4.	*Twenty-One*	29.0
5.	*I've Got A Secret*	28.7
6.	*Red Skelton*	27.4
7.	*Loretta Young*	25.0
8.	*Wagon Train*	25.0
9.	*Alfred Hitchcock Presents*	24.9
10.	*Father Knows Best*	24.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for June

Rank		No. Viewers (000)
1.	*Gunsmoke*	50,060,000
2.	*Have Gun, Will Travel*	36,520,000
3.	*Perry Como*	35,140,000
4.	*Wells Fargo*	35,050,000
5.	*Wagon Train*	33,050,000
6.	*Danny Thomas*	32,890,000
7.	*Red Skelton*	31,050,000
8.	*Dinah Shore Chevy Show*	30,760,000
9.	*Loretta Young*	29,450,000
10.	*Restless Gun*	29,130,000

Rank		Rating
1.	*Gunsmoke*	46.6
2.	*Have Gun, Will Travel*	35.1
3.	*Wells Fargo*	34.8
4.	*Red Skelton*	34.0
5.	*What's My Line*	33.0
6.	*Loretta Young*	32.5
7.	*Twenty-One*	32.3
8.	*Wagon Train*	31.8
9.	*Restless Gun*	31.4
10.	*Father Knows Best*	31.0

Copyright 1958 American Research Bureau

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for July 1-7

Rank		Rating
1.	*Gunsmoke*	28.5
2.	*Alfred Hitchcock Presents*	23.2
3.	*What's My Line*	23.0
4.	*Decision*	21.7
5.	*Twenty-One*	21.0
6.	*GE Theatre*	20.8
7.	*Have Gun, Will Travel*	20.8
8.	*Suspicion*	19.6
9.	*I Love Lucy*	18.6
10.	*Maverick*	18.3

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como (NBC-173): American Dairies (C-M), Kimberley-Clark (FC&B), Knomark (Manufacturing Div., Revlon Inc.), (Emil Mogul), Noxzema Chemical (SSC&B), RCA-Whirlpool (K&E), Sunbeam (Perrin-Paus), Sat. 8-9 p.m.

Decision (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Father Knows Best (NBC-105): Scott Paper (JWT), alternating with Lever (NL&B), Wed. 8:30-9 p.m.

GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Maverick (ABC-95): Kaiser Co. (Y&R), Sun. 7:30-8:30 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Dinah Shore Chevy Show (NBC-176): Chevrolet (C-E), Sun. 9-10 p.m.

Red Skelton (CBS-170): Pet Milk (Gardner), alternating with S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Suspicion (NBC-134): Sterling Drug (D-F-S), Procter & Gamble (B&B), various half hours, Mon. 10-11 p.m.

Shirley Temple Storybook (NBC-177): National Dairy Products, Hills Bros. coffee, John H. Breck (Ayer), Sun. 8-9 p.m.

Twenty-One (NBC-151): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Wagon Train (NBC-165): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8 p.m.

Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line (CBS-101): Helene Curtis M-E), alternating with Kellogg (Burnett), Sun. 10:30-11 p.m.

Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

newspaper bureau calculated cost-per-thousand "delivered advertisement noters" for newspapers at $2.79 and cost-per-thousand "delivered spot commercial impressions" at $3.91. Norman E. (Pete) Cash, TvB president, asserted the Bureau of Advertising's research "contradicts what anyone's seen before" in showing the average 500-line newspaper ad as seen by 25% of readers. Advertising Research Foundation's study of newspaper readership as well as Starch reports placed the figure at 13%, he pointed out. Said Mr. Cash in furthering the position of his organization: "We prefer to use the documented figures already available . . . [with them] you'll find newspaper's cost per thousand to be 39% higher than spot tv's. . . ."

Radio clocks best sales mileage in test runs by automobile dealers

Car makers looking for a way to shake the slack out of their sales ought to take a lesson from one of their dealers in Akron, or another in San Antonio.

That's the latest word from Radio Advertising Bureau, which has been conducting a three-way campaign to help its members wage what it calls "one of the most ambitious selling campaigns on record with local auto dealers."

Into the mails last week RAB put, among other sales tools, its most recent automobile success stories—a brochure on *The Auto Dealer Who Licked the Recession with Radio* and one on another car salesman who used radio advertising to good advantage.

Greenwald Plymouth Inc., Akron, is *The Auto Dealer Who Licked the Recession With Radio.* Greenwald has been using radio heavily since late 1955, and despite the auto slump its sales, RAB says, are "considerably above the national average for Plymouth."

Last month Greenwald conducted a radio vs. newspaper test. After a week of regular radio and newspaper advertising, the agency introduced a series of special offers on radio only. The offer was changed each day, so that customers checking on it at the showroom had to have heard that day's commercial. Results? RAB quotes Jim Greenwald, co-owner of the firm, in this enthusiasm:

"We nearly tripled our new car sales for the four days [of the test], as compared to the same period in the week previous. And we had more showroom traffic during this short special than during any average full week. This radio vs. newspaper test has made us more sold than ever on radio."

The other radio success story distributed by RAB last week deals with Mike Persia Chevrolet, in San Antonio. He uses 14 stations to carry his advertising, relying heavily on a musical commercial with tom-toms. Results? Listen to Dick Carr, general manager of Thomas F. Conroy Inc., San Antonio, advertising agency for Mike Persia.

Discussing radio and Mike Persia's opening of a new dealership in Houston last year, Mr. Carr says:

"Radio's ability to reach large numbers of people quickly established Mike Persia in record time. It took only a few months for him to rise from the newest of several Chevrolet dealers to the leading new-car dealership in this section of the country. And radio's role doesn't stop there. The medium is helping Mike Persia maintain his sales leadership year after year."

The sales success stories are only one part of the RAB automobile campaign. Others include (1) special bulletins detailing "how-to" information for the promotion of special auto campaigns (such as the "You Auto Buy Now" drive), and (2) sales ideas, promotion suggestions and news of developments in the 1958 automobile industry, incorporated in *Local Radio Salesman,* four-page weekly newsletter to members.

The success radio stations are having in selling dealers is being studied in a survey RAB currently is conducting among its members.

One station, KAVL Lancaster, Calif., told the bureau it had boosted a Triumph dealer's already sizeable radio budget by 50% as a result of an RAB article urging stations to go after foreign-car and American "economy" car dealers and supplying information, commercial copy ideas, etc.

Among station comments received on results of RAB's "You Auto Buy Now" bulletins—which told how to set up these campaigns, offered advice on research and commercial techniques, and also included data secured by RAB from advertising executives for Detroit's big three manufacturers—the following were listed as typical:

"Sold about $1,000 worth of extra business with this info."—WPFD Middletown, Ohio.

"Excellent help. Nearly 1,000 spots sold in 'You Auto Buy Week' to auto dealers."—WSPR Springfield, Mass.

"Used effectively by one agency which placed 18 spots with us and by one direct new account—who is still spending money on WPRO."—WPRO Providence, R. I.

"Radio received major portion of budgets."—KOTA Rapid City, S. D.

When auto sales are down, when auto experts are predicting new car sales this year will not exceed 4.5 million, the lowest figure since 1952—why, with this situation, is RAB making such a concerted pitch to the dealers now? RAB's Kevin Sweeney explains:

"Let's face it—the auto industry's down, but radio's up. If we can get in there and show dealers how effective radio is—even in times of recession—we'll be taking a seven-league step toward securing more auto advertising dollars in the future. And remember, many dealers are more likely to try a new advertising approach when things are going badly than when their sales are normal—or better than average."

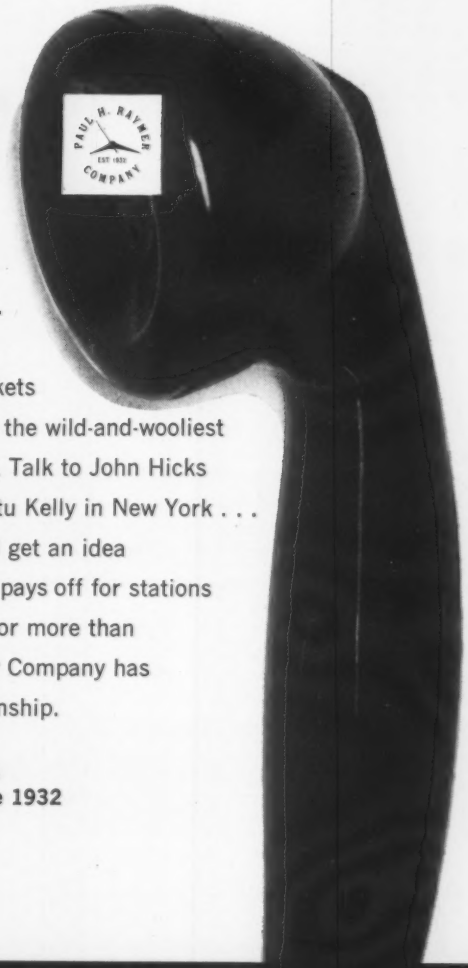
RADIO GETS SALES ON ROAD

Greenwald Plymouth, "The Auto Dealer Who Licked the Recession With Radio" (as profiled by Radio Advertising Bureau), uses the medium to keep 250-300 new cars moving across its Akron lot. When Greenwald pitted radio against newspapers on the sales course, radio beat print by several laps. In Texas, Sam Persia Chevrolet used radio to crack a metropolitan market and gain regional leadership. Radio is rolling up similar automotive successes around the country.

talk to Howard Fry

If there's one thing that separates the man from the boy in television, it's the four-fisted, two-station TV market. **There's** the slugfest in this business and if you want to see how knock-down-drag-out national spot salesmanship can make or break you in a dog-fight market, get Howard Fry — General Manager of KFDX-TV in Wichita Falls, Texas — to tell you about **his** representation. Get him to tell you how Raymer Representation spliced to smart station management has clobbered this bustin'-at-the-seams market — wrapped it up all the way in sales, in schedules, in ratings, in local acceptance, in profit, in programming and in national spot volume.

then talk to Raymer



Talk to Raymer about Wichita Falls and KFDX-TV . . . or about Lubbock and KCBD-TV . . . or about Beaumont and KPAC-TV — three punch-trading two-station markets in the Southwest that spark some of the wild-and-wooliest national spot selling in the business. Talk to John Hicks in the Dallas Raymer office . . . or Stu Kelly in New York . . . or Eddie Brandt in Atlanta and you'll get an idea of how the very special Raymer Way pays off for stations that need haymaker salesmanship. For more than twenty-five years the Paul H. Raymer Company has been delivering that kind of salesmanship.

THE PAUL H. RAYMER COMPANY, INC.
Exclusive National Representatives Since 1932
New York • Chicago • Dallas
Los Angeles • Detroit
San Francisco • Atlanta

WHY, HOW Y&R BOUGHT 'DAYBREAK'

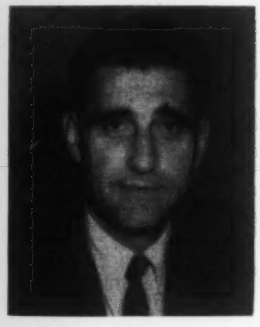
- **Agency media chief defends ABC-TV daytime discounts**
- **'There's nothing sacred about a rate card,' he adds**

The new "Operation Daybreak" project developed by Young & Rubicam and ABC-TV was hailed last week by Peter G. Levathes, Y & R vice president and director of media relations, as one of the most constructive contributions to television advertising in recent years.

The project, which sets ABC-TV up in daytime business with six Y & R clients enrolled as charter sponsors at a total 52-week rate of $13.3 million [ADVERTISERS & AGENCIES, July 14], had been roundly condemned by officials of NBC-TV and CBS-TV.

They charged it amounted to rate-cutting and gave Y & R control over ABC-TV daytime programming and rates. One claimed "it appears that Y & R in effect will be operating as a fourth tv network in the daytime."

To these and similar charges Mr. Levathes replied: "Sheer and utterly irresponsible nonsense."



MR. LEVATHES

ABC-TV's daytime rates —one-third of nighttime, with a 50% discount for charter sponsors in "Operation Daybreak"—were set by the network and the network will continue to have final say over programming, Mr. Levathes said.

Mr. Levathes, who has been described as the chief architect of "Daybreak," also reminded that "the same deal has been offered to the clients of other agencies and is being considered by a number of them."

Actually, he said, the "Daybreak" plan was the best method yet devised to permit the "little advertiser" to get into television. Moreover, he continued, the money involved in the Y & R clients' participation is "new" money to advertising—not funds taken from other media, as had been reported.

He said that this was true of the "Daybreak" purchase by American Home Foods, Bristol-Myers, Johnson & Johnson, Drackett, Beechnut-Lifesaver, and "to some extent" General Foods. In the case of General Foods—which accounts for 20 of the 40 weekly "Operation Daybreak" quarter-hours taken by Y & R clients (out of a total of 60 offered by the network)—Mr. Levathes acknowledged that the ABC-TV buy might require a cutback in GF sponsorships on other networks.

American Home Foods is an addition to the Y & R client group reported as "Daybreak" sponsors a week ago.

Did Mr. Levathes' enthusiasm for the plan mean that he felt CBS-TV and NBC-TV were over-priced? He was "not sure," but said, "If we can buy at cheaper rates it is our basic responsibility as an agency to do so."

"There is nothing sacred about a rate card," he asserted. He said that although NBC and CBS officials cried "rate cutting," both networks had made deals in the past. Moreover, he continued, the 50% discount on the ABC-TV daytime business "is not as good as others we've had with ABC-TV."

Actually, Mr. Levathes said, "Daybreak" was developed from a single client deal made by Y & R with ABC-TV some six months ago. He declined to identify the client, except to say it was one of those signed up for "Daybreak" but was not General Foods. This unidentified client, he said, signed for time at a 50% discount, and Y & R then wondered why the same deal shouldn't be made available to other clients. Out of this came "Operation Daybreak," he explained.

To charges that Y & R used its "big buying power" to force a "rate cut," Mr. Levathes replied that Y & R had forced nothing, that "Operation Daybreak" is available to all advertisers on the same terms and that, as for "buying power," Y & R places a heavy volume of business with all networks—far more, in some cases, than is involved on ABC-TV.

To the claim that Y & R had not acted in a "statesmanlike" fashion he answered in these words:

"I think it is good statesmanship as well as good business to buy television at the best possible terms for our clients. We have an obligation to our clients to exert our best efforts not only with ABC-TV but with all media."

Considerations other than price entered into the decision, Mr. Levathes added. One of the most important of these, he said, was the fact that "Operation Daybreak" permits an advertiser to get greater exposure by "exchanging" commercial positions with two other advertisers rather than just one, thus enabling him to get into a greater number of homes.

Another feature recommending "Daybreak," Mr. Levathes said, was that all the programs are to be produced live (though recorded on videotape).

ABC-TV, which now has no regular daytime programming before 3 p.m., plans through "Daybreak" to open up a total of three additional hours a day Monday through Friday, starting Oct. 6 (11-11:30 a.m., 12 noon-12:30 p.m., 12:30-1:30 p.m., 2-2:30 and 3-3:30 p.m., all local clock times except in the Mountain states, where the shows will be carried one hour earlier in terms of local time).

The charter plan provides for discounts of 50% for advertisers ordering a minimum of four quarter-hours per week for 26 weeks. These four quarter-hours must be purchased in one day but the advertiser, subject to ABC-TV approval, may swap 8 of his 12 commercial messages with other "Daybreak" advertisers in order to reach a greater number of different homes.

Cost per quarter-hour under the charter plan is pegged at $6,400. ABC authorities say the cost per commercial minute—$2,130 for time and talent—compares with more than $5,000 on "another network."

Programming for the new periods has not been definitely set. The following shows, it is understood, have been tentatively assigned, subject to change: *Man in Your Life*, 11-11:30 a.m.; a program featuring Peter Lind Hayes, 12-12:30 p.m.; Freddie Martin orchestra program, 12:30-1 p.m.; Liberace, 1-1:30 p.m.; *For Better, for Worse*, case histories of domestic problems, 2-2:30 p.m., and *Touch and Go* quiz, 3-3:30 p.m.

Standard Triumph Account Moves to DCS&S Aug. 15

Standard Triumph Motor Co., New York, last week announced that Doherty, Clifford, Steers & Shenfield, New York, has been named its advertising agency, effective Aug. 15. Media plans are not set for the account, which covers the Triumph sports car and Triumph sedan and estate wagon, produced by the parent company, Standard Motor Co. Ltd., Coventry, England.

For the past two years the account has been handled by Gore Smith Greenland Inc., New York, which earlier this month split into Chester A. Gore and Smith Greenland Assoc. The account had been known "to be" Mrs. Gore's. An official of Standard explained the change by saying that "we feel our expansion and plans for the future require the wider range of services available in a larger agency." He said that in the past, the account has placed its budget (approximately $500,000 per year) in the printed media, though local dealers have invested in radio and tv spot. He added that it is "conceivable, though not probable" that the company will venture into radio or tv in the near future, but pointed out that DCS&S shortly will make its marketing recommendations.

Tax Case to Be Argued Sept. 19 Before Maryland Appeals Court

The Maryland Court of Appeals will review a lower court decision holding the Baltimore city advertising tax illegal [ADVERTISERS & AGENCIES, July 14]. The appeal, filed by the Baltimore city solicitor's office, will be heard Sept. 19. It was given priority at the city's request.

Two related city taxes on advertising and media were declared unconstitutional by the ruling of Maryland Circuit Judge Joseph L. Carter. The city has repealed the taxes, effective next Jan. 1. They went into effect at the beginning of 1958. The taxes include a 4% levy on gross sales of advertising and space. Another 2% tax was placed on gross receipts of broadcasters and publishers handling advertising. Most radio and tv receipts are exempt because of their interstate nature.

The Maryland Advertising Council was

TWIN IMPACT

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

formed to direct an industry campaign to secure repeal of the taxes. The committee was headed by Joseph Katz, of Joseph Katz Co. When the law was declared unconstitutional the committee made refunds to those who had financed the campaign. Eleven local agencies had put up $100 each and an additional $10,000 was raised.

Candidate Seeks Spots Without Paid-Time Tag

The 1958 political campaign started off with a dull thud in the Maryland-National Capital area last week when stations were offered a series of "news" announcements for a candidate with the provision they not be identified as political advertising.

(The Communications Act and FCC regulations require that sponsors of commercial broadcasts be identified.)

Several stations in the area are understood to have questioned this specification in connection with political advertising on behalf of Jim Devereux, candidate for governor of Maryland. The announcements were placed by the Hanrahan Co., Baltimore.

Edward Hanrahan, head of the Baltimore agency, told BROADCASTING the copy had been checked by lawyers to see that it complied with identity requirements.

"We revised our original copy to meet the individual taste of each station finally selected for the campaign," he said. "Every area has a different method of identifying political spots. The advertising disclosure was written into the lead to the satisfaction of each station's lawyers."

Mr. Hanrahan explained the campaign was based on a "limited budget." He declined to make public the list of stations carrying the announcements, explaining the placement of advertising in different areas of a state is part of a candidate's strategy.

Among stations refusing to carry the original copy were WRC, WTOP, WMAL and WWDC Washington.

The agency's copy carried this "note": "This spot is not to be used if preceded by or followed by any other political authority or disclaimer—than already announced within the copy itself in compliance with the law."

A typical piece of copy reads:

"Of interest to all Marylanders—comes news that . . . the crusade to elect Baltimore Countian, Jim Devereux, governor of Maryland got another lift, today . . . with a report released by authority, J. C. Graham, Devereux-for-Governor, Campaign Treasurer (in Baltimore). In his report, Mr. Graham praised the efforts of the many independent Maryland citizens who are contributing and working hard to raise the money needed to support the cost of exposing the political machines trying to gain control of the Maryland government.

"Mr. E. Arch Seidl, finance chairman, said that the Devereux-for-Governor campaign was seeking and receiving contributions from taxpayers—Republicans and Democrats—all over Maryland who realize it costs much less to support now a sincere political campaign—than to have to support later a politically-dominated government.

"Both Mr. Seidl and Mr. Graham indicated that the Devereux-for-Governor campaign was going to be a *big one* and would represent the views and efforts of people in all walks of life and in every area of the State of Maryland."

American Gas Assn. Realigns

Realignment in the advertising-promotion area of American Gas Assn., tv network advertiser, was announced Thursday (July 17). S. F. Wikstrom, AGA advertising promotion director, will move up to director of the association's PAR plan on or about Aug. 1. PAR covers all of AGA's promotion, advertising and research activities.

AGA Managing Director C. S. Stackpole also announced the following personnel shifts: Norval D. Jennings, AGA advertising manager, to advertising-promotion director; Charles R. Bowen, promotion manager, to advertising manager; Kenneth F. Muldoon, manager of AGA's "New Freedom Gas Home Bureau," to promotion manager, succeeded by Gerald P. Mullins, former assistant to Mr. Wikstrom. Last named succeeds Allen D. Schrodt, who has resigned to relocate in the South.

AGA has just renewed, for the third consecutive season, participation in CBS-TV's *Playhouse 90* (Thurs., 9:30-11 p.m.). Tv sponsorship represents 50% of AGA's $6 million a year PAR plan.

Young Home Viewers Cited by KHJ-TV

The "young household" tv station is the best buy for advertisers who want to make sales, even though its programs may not have the highest ratings nor deliver the lowest cost-per-thousand. That's the thesis of a brochure prepared by KHJ-TV Los Angeles for the use of its salesmen, a concept that may stir up as heated an argument in tv circles as the "modern radio" programming has among radio broadcasters and buyers.

"A cost-per-thousand is supposed to tell how many tv homes are reached per dollar," the brochure begins. "It does not say if these homes are the kind of homes an advertiser wants to reach. One could have the lowest cost-per-thousand in the industry and not sell goods simply because the homes reached are not the homes which are interested in his product.

"For instance, who is most interested in buying baby food, washing machines, refrigerators, a second car, furniture, life insurance, sporting equipment, tobacco, soap,

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

RUMBLE SILENCED • Cities Service Co., N. Y., has started campaign on four New York radio stations and in newspapers to promote "anti-rumble" gasoline. Spot radio effort will be stepped up in near future to more than 60 stations plus 40 tv stations throughout country, according to agency, Ellington & Co., N. Y. Cities Service announcements point out that new ultra-high compression engines are confronting American motorist with phenomenon that automobile engineers call "engine rumble."

WILDROOT RADIO • Wildroot Co., Buffalo, buying radio spot schedule starting Aug. 4 for four weeks in more than 50 markets. BBDO, N. Y., is agency.

FERTILIZER'S FERTILIZER • United States Brand Bat Guano advertising, which started with local test campaign on Los Angeles radio stations in April and spread throughout 11 western states last month, now is expanding into tv. This is again on test basis in Los Angeles where Purex Corp., distributor of plant food, has bought participations on *Oscar Levant Show* on KHJ-TV and multiple spot scheduled on KRCA (TV). Agency is Potts-Ray & Assoc., L. A.

FALL CAMPAIGN • Pharmaco Inc. (Feen-a-Mint), Newark, N. J., plans extensive spot radio campaign this fall, using one-minute announcements on more than 100 stations throughout country. Spot effort set for 26 weeks, starting in September. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

SMOOTH SHAVE • Gillette Co. (safety razors and blades), Boston, is testing via tv new adjustable razor that sells for about $2 and is version of Gillette's deluxe $10 article. Gillette's method is to cut-in locally with test commercial on its Friday night fight telecasts on NBC-TV. It's using only few widely scattered cities: Erie, Pa.; Phoenix, Ariz.; Albuquerque, N. M., and Evansville, Ind., among them. Maxon Inc., N. Y., is agency.

CBS SELLS • New business amounting to more than $600,000 was reported last week by CBS Radio, covering purchases by American Tobacco Co. (Herbert Tareyton cigarettes), N. Y. and Standard Brands Inc., N. Y. American Tobacco, through Lawrence C. Gumbinner Adv., N. Y., has signed for 11 "Impact" segments per week for 13 weeks, starting Aug. 8 (see page 33) and Standard Brands, through Compton Adv., N. Y., for weekly, quarter-hour of *Arthur Godfrey Time*, 52 weeks, beginning Sept. 15.

NEW ON BOARD • Participants signed for NBC-TV's *Today* and *Jack Paar Show* programs include Grove Labs for fall on *Today* through Cohen & Aleshire, N. Y.; Sterling Drug Inc. (Bayer aspirin) through Dancer-Fitzgerald-Sample, N. Y., starting this week on *Today;* Knapp Monarch Co. through Frank Block Assoc., St. Louis, for *Today* this fall, and Knomark Mfg. Div., Revlon Inc., for several *Paar* participations this month, through Emil Mogul Co., N. Y.

KBOX*

Dallas, Texas

The Balaban Stations . . .
in tempo with the times

*effective after July 15

robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

PICK OF THE PITCHES

Listing of the "most liked" television commercials throughout the U. S. was released for the first time last week by American Research Bureau, showing the "top 20" favorite national and regional tv commercials based on the weekly ARB home diary entries. The diary asks viewers each week to cite their favorite commercial of the week. The list represents those receiving the highest percentage of mention within their respective exposure areas. ARB reported the top 20 for June were:

(1) Hamm's beer, **(2)** Piel's beer, **(3)** Chevrolet, **(4)** Ford, **(5)** Dodge, **(6)** Seven-Up, **(7)** Burgermeister beer, **(8)** Falstaff beer, **(9)** Post cereals, **(10)** Wilkin's coffee, **(11)** Tip Top bread, **(12)** Newport cigarettes, **(13)** Winston cigarettes, **(14)** Kaiser foil, **(15)** Raid **(16)** Ipana, **(17)** Ivory soap, **(18)** Stagmyer beer, **(19)** Alka-Seltzer, **(20)** Zest.

cosmetics, beverage and food products, etc., —the young household, of course."

To reach this young household, the advertiser should use a "young household" tv station, KHJ-TV states. This can be determined, the station notes, by "the overall personality of the station" and by "analyzing the 'personality' of specific programs and availabilities so as to fit the right product into the right vehicle."

To prove its pre-eminence as a "young household" tv station, KHJ-TV presents audience analysis, not by size but by ages of viewers, contrasting them with "old household" appeal of travel programs on another Los Angeles station, which can be expected to issue an indignant reply soon.

Comparing the Monday, 7:30-8 p.m., offerings of both stations, the brochure reports that KHJ-TV's *Whirlybirds* has 22% of its viewers in the under six age bracket, 24% in the 6-12 group, 8% in the 13-19 group, 23% aged 20-39, 17% aged 40-59 and 6% of 60 or over. The travelogue audience is divided: 3% under six, 8% 6-12, no teenagers, 11% 20-39, 45% 40-59 and 33% 60 and over. The average family size of the *Whirlybird* audience 4.5, contrasted

Contrasting the 77%—under-40 audience of *Whirlybirds* with the 78%—over-40 audience of the travel program, KHJ-TV points to the "large family size, lots of youngsters to feed and dress, and the young housewife ready to try and buy new products for her growing family" on the one hand, to the "much smaller and much older family, virtually no children, 78% of the household over age 40 with a whopping 22% over age 60, little buying power.

When buying on rating points, KHJ-TV warns, "an advertiser must consider the audience" he is reaching. "50 or 75 rating points that reach the younger household family are a better buy than an equal, or larger number of points that reach older, smaller, more conservative families."

ZIV EXPANDS REGIONAL SALES

Ziv Television Programs, New York, last week announced a major expansion in its sales operation, including the establishment of three new sales units, promotion of four key executives and addition of nine salesmen to the staff.

As part of the realignment, according to M. J. Rifkin, vice president in charge of sales, an additional regional sales division has been created in the national sales department, located in Cincinnati, to supplement two existing units in New York and Chicago. Edward J. Broman, formerly central division sales manager for syndication, has been named sales manager of the regional division, reporting to John Shaw, national sales manager.

In other key promotions, Len Firestone, formerly head of the New York syndication staff, has been appointed to sales manager of the syndication department, supervising all geographic divisions; Ray McGuire, a spot sales manager in the syndication department, has been advanced to the new post of north central division manager in Cincinnati; and Donald S. Brogdon, a spot sales manager in syndication, has been appointed to the newly-created post of south central division sales manager in Dallas.

Mr. Rifkin also announced the following additions to the syndication sales force: John Chambers, Michael Keirman and Ken Hildebrandt (western division); John Lewis (north central division); Edgar Willis and Ben McReynolds (south central division); Leon Taylor and Louis Johnson (eastern division) and Jack Daniels (New York syndication).

In other reassignments, Don Dahlman and Robert Reis, syndicated salesmen, have been named spot sales managers under Mr. McGuire, and Jack Putzer, a salesman, has been advanced to spot sales manager under Mr. Brogdon.

MR. BROMAN

MR. FIRESTONE

MR. McGUIRE

MR. BROGDON

High Pilot Film Mortality Inspires Foley's New Service

New tv program production is up against fantastic odds of 200-1, or, as expressed in dollars, approximately $19.5 million in the past three years was spent on filmed pilots "which never had a chance."

Such was the dismal picture painted last week in New York by George F. Foley, president of the Gothic Corp. Mr. Foley conducted a three-month survey among advertising managers, network executives and advertising agencies.

His survey results were laid out before agency executives and newsmen at a cocktail party at New York's 21 restaurant on July 15 to point up Mr. Foley's newly-formed research and sales service for program developers.

The Gothic service, according to Mr. Foley, who is a former vice president of Cecil & Presbrey (he claims to have purchased more than $20 million worth of tv programming for that agency's clients), will act as liaison between tv packagers and potential buyers. Mr. Foley said his firm would advise, assist in production of pilots and help with the sale of "worthwhile" pilots already produced. He plans to handle a maximum of 10 programs per year, representing either filmed or live properties, at a fee of about 10% of the cost of a pilot already filmed, or 10% of an estimated cost of the filming if brought to his attention before shooting starts.

Mr. Foley claims that advertising agencies have spent more than $1 million a year to screen new programs. He cited agency opinion that more than 50% of all pilots shown to agencies during the past three years were "poorly executed" and that 25% of these might have been salable commodities had the investors received competent advice.

The Gothic study found that despite the high casualty rate, pilots still "come in" because the "chances of pay-off are high if the show sells," estimating a "film success" to be worth $4 million in four to five years even though profit during the "early stages" is only about 5% in film.

Among the data collated in Mr. Foley's survey:

Of all pilots produced during the past three years, 75% had no specific sponsor or agency in mind; in more than half of the cases the subject matter was not discussed with either an agency, a network or sponsor; although an advertiser makes the final decision on the show's purchase, 90% of the time he follows the agency's advice; 90% of all pilots were made in Hollywood, a situation apparently preferred by agencies; 35% of the cost of pilots (average cost he sets at $47,000 for a half hour film) involves non-physical aspects (overhead, commissions, etc.); agencies prefer to buy from independent producers in order to exercise better control for the advertisers, and agencies as a rule cannot spend more of their money and time developing properties because of the high cost in servicing tv advertisers.

Mr. Foley, now an attorney and manage-

This microphone is a unifying force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

ment consultant, and at one time associated with Newell-Emmett, is joined in the enterprise by Alfred H. Morton, vice president in charge of tv, research and sales and Marc Frederic, a vice president. Mr. Morton, also a management consultant, has been associated in the past with NBC (at one time vice president in charge of NBC's tv operations). Mr. Frederic is a motion picture-tv producer.

Gothic's first client: American Features Corp., a Philadelphia tv packager for whom Mr. Morton said Gothic would work on a live audience participation quiz show.

ABC-TV Buys Paramount Cartoons In Purchase From Harvey Films

ABC-TV has acquired 170 cartoons produced by Paramount Pictures for a first run in tv, Thomas W. Moore, ABC-TV vice president in charge of programming, and Alfred Harvey, president, Harvey Films Inc., announced last week.

No figure was released, but ABC-TV described the contract as involving many millions of dollars as "long term" and "complicated." These are the cartoons (all produced since 1950) purchased from Paramount only recently by Harvey Publications, publisher of comic books, for $1.7 million before taxes and in short installments [FILM, June 9]. Initial announcement of the sale placed the number of cartoons and shorts in the library at 200-250. ABC-TV plans tentatively to present the cartoons 5-5:30 p.m. on Tuesdays and Thursdays.

New Firms Offer 'Photocrimes'

Production has begun in New York on a new five-minute tv film series, *Photocrimes*, based on the feature that formerly was carried in *Look* magazine, it was announced last week by Richard B. Morros, producer. Distribution of the films, scheduled for fall airing, will be by Teleworld Inc., New York, a new company headed by Richard F. Feiner in association with Mr. Morros.

Mr. Morros reported he had acquired tv rights to the title and content of the magazine series for a period of years.

Teleworld has opened offices at 527 Madison Ave., New York 22; telephone: Plaza 9-6940. Mr. Feiner formerly was western sales manager of C&C Television Corp. Mr. Morros was station relations manager for the International Latex Co. and earlier had been associated with C&C Tv.

TPA Adds Four Salesmen

Television Programs of America has appointed four new salesmen—Spence Fennell, John Nercesian, R. Russell Roop and David Willis—it has been announced by Michael M. Sillerman, TPA executive vice president. Mr. Fennell resigned from Ziv Tv and will be in the San Francisco office of TPA reporting to Walt Plant, western division vice president. Mr. Nercesian, who has been in film distribution in California, has been assigned to the Denver territory. Mr. Roop, formerly head of his own advertising agency, will be in the Pittsburgh office reporting to Hardie Frieberg, eastern division vice president. Mr. Willis formerly had been with TPA and returns to the station sales division on a roving basis.

CBS-TV TO REVISE OPTION TIME

CBS-TV moved last week to overhaul its option time schedule.

The network asked its affiliates to sign affiliation contract amendments which (1) in three of the four time zones would start and end Monday-through-Friday evening option time a half-hour later than now; (2) in the other zone, the Pacific Coast, put Monday-through-Saturday evening option time on the same local clock basis as Chicago; (3) in various time zones modify daytime option periods "to reflect the improved scheduling permitted" by videotape.

Delaying the evening option period would avoid one situation which at times has bothered both network and stations—programs which start in option time but run past 10:30 and hence into station time. *Studio One, U. S. Steel Hour,* and *Armstrong Circle Theatre* and *Playhouse 90* are examples. Stations, knowing what viewer reaction would be if they cut off such a program at the end of option time, have had to elect between carrying none of it or carrying it on into station time.

In a letter to affiliates, Carl Ward, national manager of affiliate relations, noted that CBS-TV already is programming four of the five week night 10:30-11 periods commercially and said it has an order for the fifth this fall.

"Sales experience," he explained, "has indicated a marked preference by year-round network advertisers for a different period of time in the several time zones. In general, they would prefer that the option period be one-half hour later in the evening schedule, Monday through Friday." He continued:

"After numerous discussions with western affiliates, we have concluded that network programs should not be released in the Mountain and Pacific time zones at the same local time as in the East, but should be earlier in terms of local time. Thus we propose to have evening programs, Monday through Saturday, seen in west coast markets via tape delay at the same local clock time as they are seen in Chicago, i.e., delayed two hours after the initial network feed. On Sunday evening, the present three-hour delay will be continued."

The changes would take effect Sept. 15 under the CBS proposal. They were outlined by President Louis G. Cowan, Sales Administration Vice President William H. Hylan and Engineering and Affiliate Relations Vice President William B. Lodge in a closed-circuit appearance Tuesday night preceding Mr. Ward's letter.

The affiliates were reminded that the changes "may have the effect of placing outside option time certain programs which you originally accepted for broadcast within your existing option-time period." In that case, they were told, "when the amendment is executed . . . we will re-offer all such programs, requesting that you confirm reacceptance of them."

The stations also were told that when the amendment is executed, "the rights of the network will be subject to any commitment of your station in effect at the present time which would prevent your making available to the network a time period within the amended, but not within present option time."

Here—in terms of local time—are the new option periods proposed by CBS-TV:

TIME ZONE	MONDAY-FRIDAY	SATURDAY & SUNDAY
Eastern	10 a.m. to 1 p.m. 2-5 p.m. 8-11 p.m.	10 a.m. to 1 p.m. 2-5 p.m. 7:30-10:30 p.m.
Central	9 a.m to 12 noon 1-4 p.m. 7-10 p.m.	9 a.m. to 12 noon 1-4 p.m. 6:30-9:30 p.m.
Mountain	10 a.m. to 1 p.m. 1-4 p.m. 6-9 p.m.	10 a.m. to 1 p.m. 1-3:30 p.m. 5:30:9 p.m.
Pacific	9 a.m. to 12 noon 1-4 p.m. 7-10 p.m.	10 a.m. to 1 p.m. 2-5 p.m. 6:30-9:30 p.m. Sat. 7:30-10:30 p.m. Sun.

CBS News Authors How-to Text On 'Television News Reporting'

Television News Reporting by the staff of CBS news is being published today (July 21) by McGraw-Hill Book Co., New York. The book runs 182 pages and sells for $5.75.

The book, illustrated with Robert Osborn cartoons, is a guide for the working tv newsroom and also a school textbook. It digests news experience of the past decade in techniques of interviewing, writing, programming and film editing. Chapters detail such fields as the film camera as reporter, the power of pictures, judging the news, the newsroom, newsmen and their gear, how to get the best pictures on film and make the best use of pictures once they are obtained.

Exploring how tv news tackles its problems, the CBS News-written book notes that "film, accompanied by sound or voice-over narration, brings the news home with a double impact. Sight and sound work to the same purpose so powerfully that this instrument must sometimes be restrained. . . . Many times the camera lens is unkind, and use of such film may result in a less than favorable impression."

However, public officials are on their own, in this respect, the book adds, stating: "Public figures must risk public scrutiny. Indeed, it is one of the assets of television that pictures may convey truths which are beyond the capacities of objective word reporting. The decline and fall of the reputation of a once-influential senator, in part because of what the camera revealed during a hearing not too long out of public memory, is an example of this."

Four cardinal principles of interviewing are set forth: "(1) You must know as much as possible about the subject. The more you know about the kind of person he is, what he has done, what he believes in or what he represents, the more precise the questions you can ask. (2) You must think through your questions before asking them on the air or on-camera. (3) You must pay attention to what the interviewee says in reply, and pursue an interesting lead. It is here that failure occurs most often. It is disturbing to the listener or viewer for an interviewer to stick so rigidly to his next fixed question that he fails to pursue a promising or re-

WIL

St. Louis, Missouri

The Balaban Stations . . .
in tempo with the times

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

vealing point. (4) While it is essential to ask pertinent questions, it is not necessary that you be either impertinent or fawning in asking them."

A foreword by John F. Day, director of news, CBS News, states: "We are busy trying to open up new sources of news to the eye of the camera. We are busy trying to secure public acceptance and status for television reporting. We are wrestling with the matter of translating news which is made where the camera cannot go—whether it is in a man's mind or in a remote corner of the earth—into meaningful visual terms. And we must deal with the associated problem of how to get adequate verbal interpretation in the face of the time limits which the visual elements impose.

"There can be no last word on television news now, and possibly never. But CBS News has come up against most of the problems of television coverage and has, for the most part, evolved successful *pro tem* methods for dealing with them. As more and more stations attempt their own news programming, CBS News believes it may be of service to the television community to pass on its findings."

BROADCASTERS ON TOP OF WORLD CRISIS

Electronic journalism again was proved at its best in a major crisis last week as the eyes and ears of the nation turned to radio-tv networks and to local stations for the fast-breaking developments in the Middle East and before the United Nations.

The networks alone pre-empted several hundred thousand dollars worth of commercial time to report what was happening as U.S. Marines landed in Lebanon and the UN Security Council met in emergency session. All carried substantial portions of the UN proceedings, cutting away usually only during lengthy translation periods, and aired the night session Thursday until conclusion. Live pickups from the scene of the USMC "holding action" plus eyewitness reports were aired frequently during the week. President Eisenhower used radio-tv Tuesday to bring the seriousness of the situation to the attention of the American people.

Mutual's Fulton Lewis Jr. claimed a 14-hour "beat" on the Marine landing with his Monday night (July 14) prediction. The White House called newsmen for an important announcement at 7 a.m. Tuesday, but it wasn't until 9:40 a.m. that the Marines officially were reported landing. Mr. Lewis' claim soon became but one of the many assertions by the networks of "first," "the only," and "the most"' as the week continued, all significant of one important fact: broadcasters were on the job.

ABC began direct pickup from the UN Tuesday at 10:40 a.m. and ABC-TV at 11:30 a.m., the latter reporting it made its "Crash Unit" pickup available to other tv networks. ABC had begun its special crisis coverage at 8 a.m. Tuesday with reports from Washington. By the time the UN Security Council adjourned for supper Thursday ABC had aired nine hours of special coverage and ABC-TV eight hours, aside from regular newscasts and bulletins.

CBS bulletined the White House announcement at 9:45 a.m. Tuesday and subsequently aired the UN proceedings beginning that day at 10:38 a.m. By early Thursday evening CBS had aired more than 10 hours of foreign and domestic pickups and commentary aside from regular newscasts and bulletins while CBS-TV totaled nearly seven and one-half hours, including three hours of commercial pre-emption.

NBC flashed news about the alleged escape of Iraqi Premier Nuri as Said (later confirmed slain by rebel-held Radio Baghdad) at 3:18 a.m. Tuesday following at 6:30 a.m. with a flow of foreign reports on Middle East affairs, including a 7:30 a.m. bulletin that the White House momentarily had an important announcement. NBC-TV aired UN proceedings starting at 11:30 a.m. Tuesday and both NBC networks continued intensive blanket coverage the rest of the week. NBC's "Hot Line" was hot with reports all week and commercial programs were partially pre-empted frequently for additional reports. NBC-TV by early evening Thursday had pre-empted partially or fully 25 commercial and sustaining programs and aired more than 13 hours of coverage. Films of the Marines landing in Beirut Tuesday hit the air on NBC-TV at 10:30 a.m. Thursday after plane shuttles to Rome and New York. The film was processed and broadcast within 90 minutes of U. S. arrival.

By early Thursday evening Mutual had pre-empted nearly seven hours, including nearly an hour of network commercial time and six hours of station service programming sold locally by affiliates.

Westinghouse Broadcasting Co. reported it was spending $12,096 daily on AT&T lines alone to provide simultaneous live feeds for its radio-tv stations in Boston, Baltimore, Pittsburgh, Cleveland and Chicago. WBC reported its five tv outlets together used $26,500 worth of commercial time daily for the coverage excluding network feeds. The seven WBC radio stations totaled $19,200 daily. Keith McBee, WBZ-TV Boston news director, was sent to Ankara and Beirut early Thursday morning to report and film for all WBC stations.

WOR New York sent Lee H. Callison to Lebanon Thursday to begin direct reports Friday.

WMCA New York reported correspondent Barry Gray couldn't leave Thursday for Lebanon since he had been refused a visa by the Lebanon counsel general "because of his Jewish faith." WMCA reported the Lebanon official said this didn't apply to U. S. Marines on the scene, however.

The major portion of the UN debates was broadcast to all parts of the Soviet Union by Radio Liberation.

Reports reaching BROADCASTING indicated individual stations across the country devoted extensive time to the Middle East crisis, ranging up to wholesale cancellation of commercial schedules to present the U.N. debates.

PROGRAM SERVICES

RADIO SELECTS 17 FOR ASCAP TALKS

The new 17-man All-Industry Radio Music License Committee was organized last week under "a mandate from the industry" and started getting ready to negotiate new radio music license agreements with ASCAP and, later, BMI.

The committee, elected in a mail ballot which had brought financial commitments from close to 300 stations before the meeting got underway, named Robert T. Mason, WMRN Marion, Ohio, as its chairman. He had been acting as interim chairman since the voting procedure was authorized in a meeting during the NAB Convention [NAB CONVENTION, May 8].

George W. Armstrong of Storz broadcasting was elected vice chairman; Elliott M. Sanger, WQXR New York, treasurer, and Sherwood J. Tarlow, WHIL Boston, secretary. A seven-man executive committee will consist of the officers plus Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Enoch, WXLW Indianapolis, and Herbert E. Evans, Peoples Broadcasting Corp.

While the ballot returns before the meeting stood at just under 300 stations, another big stack of untabulated responses awaited the group. In a brief report on its session, held Wednesday in New York, the committee gave this indication of its support:

"All 17 members of the committee, representing radio stations coast to coast, were present. At this first meeting the committee reviewed initial response to its appeal for industry support. From the response, which included hundreds of stations representing all 48 states, the committee concluded it had a mandate from the industry, as a whole, to aggressively pursue negotiations to a favorable conclusion with the various music licensing organizations. . . ."

To be eligible to vote, stations were required to commit themselves to financial support of the committee, whose expenses will include legal counsel (yet to be chosen), research, etc. "Dues" for each participating station are the equivalent of 10 times the station's daytime one-minute rate.

Whether the committee will negotiate on behalf of radio networks as well as stations remained unclear. NBC authorities reportedly have indicated willingness to have the committee negotiate for their radio network. But officials of both CBS Radio and ABC Radio told BROADCASTING they "probably" would do their own negotiating. They noted that this is the way they had worked in prior negotiations, but indicated their decisions to do so again were not yet definite. Mutual's position was not learned.

Informed observers said the committee clearly could represent the networks if the networks wished, even though the committee membership includes no representatives of the networks or of network owned stations. On the other hand—as happened in the ASCAP tv license negotiations completed early this year—the networks also are free to negotiate for themselves.

This also is true of stations individually,

never guesses, never estimates, never projects—

That's Why ASSOCIATED PRESS ELECTION RETURNS Are ALWAYS The STANDARD of ACCURACY!

ROBERT HOTH
VICE PRESIDENT
AND GENERAL MANAGER

the new KAKC PUBLIC RADIO CORPORATION

AMERICAN AIRLINES BLDG.
TULSA, OKLAHOMA
PHONE: LUBBOCK 7-2401

July 3, 1958

The Associated Press
104 Oklahoman Bldg.
Oklahoma City, Oklahoma

Congratulations.....

Our hats are off to the A.P. for making the recent primary election coverage the most outstanding bit of workmanship ever experienced in the state.

To date hundreds of compliments have poured into the New KAKC saying in essence..."Your coverage of the elections was the best we ever heard", etc.

Only through such outstanding efforts on the part of all A.P. members, Newspaper and Radio, could such compliments be possible or warranted.

Our personal congratulations go to the guys and gals of the A.P. State Bureau who worked long and hard to keep the A.P. wire far ahead of any other service in the state.

Again, sincere congratulations....

Bud.

Bud Curry
News Director
KAKC Radio News
Tulsa, Oklahoma

PREFERRED, as usual

but the consensus always has been that the job is so complicated that to have hundreds of separate negotiations going on would create an almost impossible situation. Thus stations for the most part have traditionallly elected to work through committees.

The committee, of course, can only recommend. When it reaches the best terms it thinks possible, stations will have to decide individually whether to accept or reject.

The committee's first objective will be new ASCAP licenses because these expire first—Dec. 31 of this year. BMI licenses run out March 11, 1959.

The ASCAP radio terms, unchanged since 1941, call for stations to pay 2.25% of net time sales for a blanket license to use ASCAP music locally, or about 8% of time sales in programs carrying ASCAP music if the license is on a per-program rather than blanket basis. The radio networks all have blanket licenses; their rate is 2.75%.

BMI rates are approximately 40% of the ASCAP rates.

Although committeemen were quiet on the tenor of any strategy discussions, it was assumed that they would shoot for a reduction in the ASCAP charges—which currently yield about $10 million a year from radio—or, at least, for renewal on the current terms. There have been reports that ASCAP would like renewal for a 10-year term, or, if the consent decree under which it operates cannot be amended to permit that length, then for five years, which the decree does permit.

Broadcasters arguing for a reduction in the rates point out that radio time sales, on which the payments are based, have risen from $179.7 million to $516.4 million since the current rates were set. In addition the number of stations has grown from 900 to more than 3,200 on the air, more than tripling the number of ASCAP's potential "customers."

In rebuttal, ASCAP can be expected to argue that music is even more important to radio today, in the so-called music-and-news era, than it was 18 years ago.

Second session of the new committee will be held at the call of Chairman Mason, perhaps in about a month.

The 17 members of the committee:

Messrs. Mason, Armstrong, Sanger, Tarlow, Buckley, Enoch and Evans; Cy N. Bahakel, WRIS Roanoke, Va.; Hugh K. Boice Jr., WEMP Milwaukee; Bert Ferguson, WDIA Memphis; J. Allen Jensen, KSL Salt Lake City; Herbert L. Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., McClendon stations; Leslie H. Peard Jr., WBAL Baltimore; Calvin J. Smith, KFAC Los Angeles; Ben Strouse, WWDC Washington, and Jack S. Younts, WEEB Southern Pines, N. C.

APS LETS LISTENER CHOOSE THE MUSIC

- **Automatic program system set**
- **Station economy underscored**

New figures on the music likes and dislikes of different age groups were reported last week by Muzak Corp., along with details of the music programming that Muzak's APS division plans to offer broadcasters this fall.

On the basis of their music-preference findings—part of a continuing study conducted by Muzak over the past 15 years—APS officials said they were "convinced . . . that the biggest segment of radio's potential listening public is not being 'reached' with the bulk of music programming on both am and fm stations."

This conviction, they said, prompted the decision to offer stations "a complete automatic programming system" consisting of "pre-recorded taped music programming to appeal to this vast audience, plus fully automatic time-synchronized equipment which will play back the music program and inject commercials, public service announcements, etc. [MANUFACTURING, April 21].

Where the functional music furnished by Muzak to stores, etc., is designed for "background" listening, officials explained, the programming for broadcasters will be designed to attract attention. Said Ed Hochhauer Jr., Muzak sales promotion director:

"The APS music program will in no way resemble Muzak's functional background music service. It will consist of smooth, easy-to-listen-to, full dynamic range entertainment music programmed in quarter-hour groups. The selections within each group will have a 'family resemblance'. The programs will consist basically of distinctive orchestra arrangements of popular standards, spiced with popular favorites of the day, drawn largely from top Broadway musicals and shows.

"Treatments will be predominantly instrumental with occasional choral and vocal soloists. There will be no rock and roll—no blatant vocals and no spoken words. All the music on the program tapes has been especially recorded for broadcasting purposes. There will be a constant supply of new, fresh tapes."

Mr. Hochhauer said that the APS automatic programming system also offers economic attractions. If used for semi-continuous broadcasting purposes, he reported, it can save a broadcaster the equivalent of the salaries of three to four employes.

He doubted many stations would use the system on an around-the-clock basis but saw it as a supplement supplying "adult music programming" either exclusively or "during those hours of the day when teenage tuneins are slight"; permitting stations to expand their operating hours economically or even to operate in areas which heretofore seemed unlikely to support them, etc.

Following is the Muzak compilation of its music-preference findings in 1957, released last week:

Age:	18-25		26-35		36-50		Over 50	
	Like	Dislike	Like	Dislike	Like	Dislike	Like	Dislike
POPULAR DANCE (foxtrot, hit parade, popular standards)	90.5%	9.5%	81.5%	18.5%	86.6%	13.4%	81.3%	18.7%
JAZZ (rock & roll, swing & jive, blues)	76.0%	24.0%	52.2%	47.8%	38.5%	61.5%	29.2%	70.8%
SEMI-CLASSICAL	40.8%	59.2%	65.1%	34.9%	79.5%	20.5%	80.0%	20.0%
WALTZES	63.2%	36.8%	82.1%	17.9%	93.0%	7.0%	97.3%	2.7%
CLASSICAL	31.5%	68.5%	55.3%	44.7%	65.9%	34.1%	54.5%	45.5%
POLKAS	54.4%	45.6%	50.3%	49.7%	77.9%	22.1%	79.4%	20.6%
HAWAIIAN	70.0%	30.0%	60.3%	39.7%	82.0%	18.0%	87.9%	12.1%
COUNTRY & WESTERN	63.7%	36.3%	47.5%	52.5%	64.1%	35.9%	73.0%	27.0%

Music Convention C-C Shows To Be Commercial But Silent

A novel experiment in closed-circuit television—embodying features of commercial tv—will be tried at the National Assn. of Music Merchants' annual convention in Chicago starting today (July 21).

Generally utilized at conventions for paging purposes and to transmit speeches, closed-circuit tv will go commercial in terms of time sales and elaborate studio productions, but without audio. The idea was conceived by Oscar Katov & Co., Chicago advertising and public relations firm, and involves participation by *Down Beat* magazine.

A network of RCA tv receivers is being installed on four floors of the Palmer House to carry a full schedule of variety and commercial programming from especially-set studio facilities. The programs and commercials will run 9 a.m.-12:15 p.m. and 1:15 to 6 p.m. The station will carry the call letters of DB-TV *(Down Beat* Television).

Approximately 50% of each day's eight-hour schedule is being sold commercially to exhibitors in the form of one, three and five minute segments. Of the four hours, half already has been sold to such musical instrument firms as Conn, Selmar and LaBlanc. Charles Suber, publisher of *Down Beat,* estimates cost of the experiment at $2,000 with a gross potential income of $5,000.

The video project, produced and directed by Eddie Deerfield, radio-tv director of the Katov agency, will include time signals, weather forecasts, news and sports bulletins, stock market reports and variety features. Because the NAMM declined to authorize audio for the experiment, maximum use will be made of visual effects, including old silent movies. The experiment has real potential, Mr. Katov feels. He explains: "We will be reaching hundreds of dealers at a time with our system of 21-inch receivers. . . . The next step is to reach thousands at a time by going into a color tv and sound operation on a huge theatre-type screen in hotel grand ballrooms during a convention, along with the receiver network."

WKLO

Louisville, Kentucky

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

VTR GETS 4-STAR REPORT CARD

- **KTTV (TV) shows two-month progress with its new machine**
- **Moore: videotape has best points of both live and film**

None of the milestones tv has passed during the last decade has been as significant as the advent of videotape recording, Richard A. Moore, president of KTTV (TV) Los Angeles, said Tuesday (July 15).

Speaking to more than 150 advertising executives gathered in KTTV's Studio A for a report from the station on "the first 60 days of the tape revolution," Mr. Moore said that in the two months following the installation of an Ampex videotape recorder, KTTV had:

- Produced the first tv pilot program ever made on tape;
- Produced a series of 23 tv commercials on tape in a five-hour shooting period;
- Produced the first taped program for national syndication;
- Used tape to help a city change its mind.

Citing BROADCASTING's survey of why advertising agencies prefer live or film commercials [ADVERTISERS & AGENCIES, June 23], Mr. Moore reported that the three main reasons for preferring live commercials were: the ability to take advantage of the popularity of a local personality, the sense of immediacy and the ability to make last-minute copy changes. The reasons for preferring filmed commercials were: guaranteed performance, insured accuracy and assurance of identical commercials in all markets.

"All of the advantages listed on behalf of either live or film commercials are completely available with tape," Mr. Moore declared. When he added, "That will bear repeating," the statement and his delivery of it were immediately recreated on the large screens adjoining the stage by switching from the camera which had been picking up Mr. Moore to the tape machine which had been recording his words and actions.

In Five Hours

The 23 commercials which KTTV taped in five hours, John Vrba, vice president in charge of sales, related, were made in as many departments of Barker Brothers' downtown stores in Los Angeles. KTTV, he said, had moved a remote unit into the home furnishings store in the evening, when it was closed to the public. Using two cameras and starting on the ninth floor, the crew covered the building, department by department, floor by floor, down to the ground, transmitting this coverage back via closed-circuit to KTTV, where it was recorded on tape. Steve Martin, KTTV personality, is host on each of these commercials which are being televised daily on *Steve Martin's Matinee*.

These commercials were completed at a cost to Barker Brothers of under $100 apiece, Mr. Vrba said. He estimated that to duplicate them on film would have called for at least five days of shooting and more than five times the cost. Watching a pair of these spots, the audience seemed equally impressed by the economy of commercials on tape and by the depth of the scenes in the carpet department, said to be impossible to achieve with film.

Also reproduced on the large screens were two Squirt commercials, each featuring a beautiful girl representing Cuba and France, respectively, seen pouring and drinking Squirt in an appropriate setting. These are part of a series especially made for use during the KTTV telecasts of the Miss Universe Contest, which will be co-sponsored by Squirt. The cost ran a little less than $250 each, Mr. Vrba said. Particularly impressive was the reproduction of the Squirt bottles, which stood out in sparkling relief from their settings. Pre-recorded background music was put on the tape along with the spoken message at the same time as the visual part of the commercials.

A third taped commercial, for Bactine, illustrated the use of a local personality for a national product mentioned by Mr. Moore. Sheriff John, conductor of KTTV's noon-time *Lunch Brigade* for younger children, was about to leave for a long-planned vacation when this sponsor asked for his personal participation in its midsummer contest. By means of tape, Sheriff John was able to satisfy the sponsor's request without forfeiting his vacation. This commercial incorporated two film sequences of children frolicking in the pools to be given as contest prizes along with Sheriff John's live commercials for Bactine, done by taping a pickup from the film camera integrated into the live camera pickup.

The first taped tv pilot is *Time and Place*, an hour-long dramatic program produced by an independent program producer, Henry Berman, who is now showing the tape to prospective buyers in New York. KTTV technicians, working at their own studios and with their own equipment, turned out the 60-minute program on tape in one single four-hour camera session, including uninterrupted "takes" running up to 23 minutes. Three full working days would normally be required to put a program like this on film. In addition, Mr. Berman was quoted as stating that by using tape instead of film he had cut his below-the-line costs by 75%. KTTV executives declined to give actual cost figures, but expert observers estimated the cost of the taped pilot to be in the neighborhood of $10,000.

Showing a sequence of *Divorce Court*, 60-minute weekly KTTV telecast which is the station's highest rated live program, Robert Breckner, program vice president, said that these programs will go into national distribution Aug. 1 as the world's first syndicated tape series. Arrangements have been completed with a major film distributor to handle the tape distribution, he said, adding that 27 of the *Divorce Court* shows are already "on the spool."

Was Impossible

Commenting that prior to videotape it would have been impossible for an individual station to prepare such a program for national distribution, Mr. Moore predicted that videotape will open up a complete new era in tv programming, with stations throughout the country making their successful local programs available for use by other tv stations in other markets.

The program which "helped a city to change its mind" was the *Dodgerthon*, a political telethon in which stars of the entertainment world and civic leaders urged voters to approve the deal made by the city council to provide a permanent home for the Los Angeles Dodgers. Aired live and immediately repeated on tape for a new audience, the *Dodgerthon* was credited for the victory won at the polls [ADVERTISERS & AGENCIES, June 9]. KTTV pointed out that the winning margin of 25,000 votes is equivalent to the number of viewers represented by half of a rating point.

The technical operation of the Ampex tape equipment for recording, playback, editing and splicing was described by Edward Benham, chief engineer, and illustrated by pickups from the KTTV tape room where the operations were carried out. A short tape squence made for the occasion at KING-TV Seattle was shown by KTTV to demonstrate "interchangeability," the ability to play back on any Ampex machine tapes recorded on any other Ampex videotape recorder.

Among the incidents listed by Mr. Moore as occurring during the first 60 days of the "videotape revolution," was the almost immediate discovery that possession of one videotape recorder produced so much work for it that a second machine was essential. Now that the second machine is installed

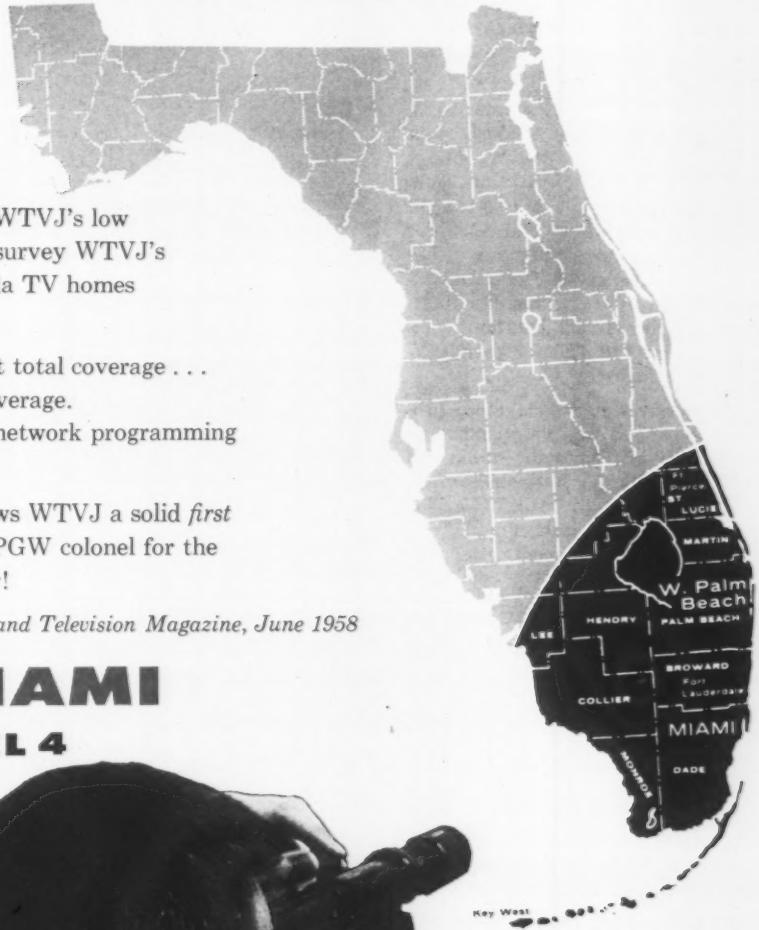
VTR GOES TO RACES

VTR goes to the races. Viewers of the Saturday afternoon Hollywood Park Feature Races telecast on a Columbia Television Pacific Network of 21 stations under Union Oil sponsorship at 5:15-5:45 p.m., get to see each race twice. First, they see it live as it's run. Then they see a taped replay during which announcer Al Moore does a "Monday morning quarterback" commentary, pointing out the position of the winner throughout the race and commenting on the jockeys performances.

The taping and playing back of a race on the same program with the live performance was first done during the CBS-TV broadcast of the Preakness last spring. KNXT (TV) Los Angeles, which originates the Saturday race telecasts for CTPN, started its live-plus-tape operation on June 21 and will continue it throughout the season.

Because the weekly feature race broadcast by CBS-TV from various tracks around the country conflicts with the CTPN Hollywood Park race, the network race is also taped and broadcast by KNXT on its *Winners Circle* which follows the Hollywood Park broadcast each Saturday.

SURVEY WTVJ's TOTAL* COVERAGE



Scan WTVJ's top ratings. Calculate WTVJ's low cost per thousand. But by all means survey WTVJ's *total* coverage of 363,319 South Florida TV homes and $2½ billion retail sales.

WTVJ delivers South Florida's largest total coverage . . . and the only *unduplicated* network coverage. All other Miami channels have their network programming duplicated in Palm Beach.

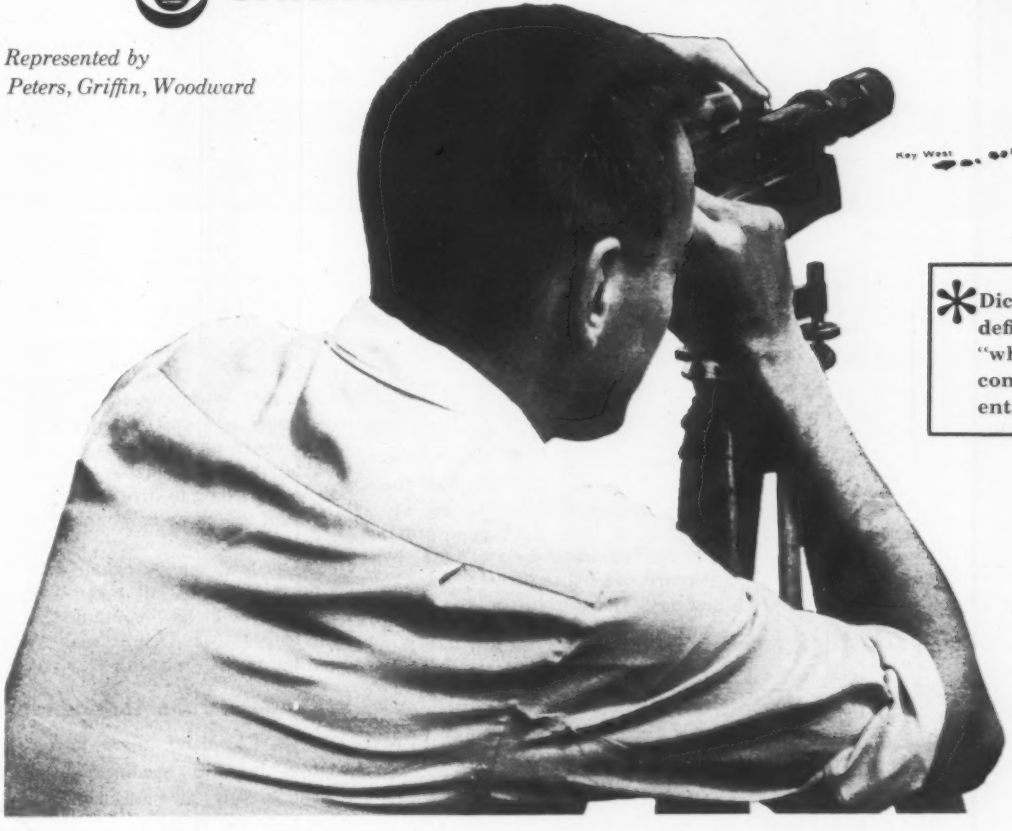
Proof? Latest ARB Area Survey shows WTVJ a solid *first* throughout South Florida. Ask your PGW colonel for the new "Dimensions" presentation today!

Data from Sales Management, May 1958 and Television Magazine, June 1958

WTVJ • MIAMI

CBS CHANNEL 4

Represented by
Peters, Griffin, Woodward



***Dictionary defines TOTAL "whole amount, complete, entire."**

and in operation, KTTV is looking forward to the time, not too distant, when it will have a battery of six, seen now as the optimum. The second unit came in handy during the evening seminar as at one point the technicians were using one VTR unit for the demonstration while the other was engaged in a rebroadcast of President Eisenhower's emergency message which KTTV had taped while carrying the live broadcast during the afternoon.

Copies of KTTV's two tape rate cards, one for taping shows simultaneously with their telecast, the other for tape recordings made separately from the telecast time, were distributed. The simul-tape base rate is $150 for the first half-hour usage and $250 for the first half-hour non-contiguous usage within any six-hour span. Base rate for production taping is $150 for the first half-hour; $100 for the second half-hour contiguous to the first and $50 for each half-hour contiguous thereafter.

Excerpts of several other local taped programs were shown, as was a tape made of the guests as they arrived at the studio and were greeted by Dick Whittinghill, afternoon program conductor on KTTV. The evening ended with an inspection of the videotape rooms and equipment.

Answering questions about union problems, KTTV's general counsel, Bruce Baumeister, said that although the station's contracts are with AFTRA for performers on tape and with NABET for engineers, film producers with contracts with Screen Actors Guild and IATSE can rent KTTV studios and use the station's tape facilities with members of those unions without any repercussions. He also stated that there is no question about tapes made by NABET engineers being played on stations whose technicians are members of IBEW. Mr. Baumeiser said he foresaw no problem, either about inserting film sequences employing SAG and IATSE members into tape programs made by AFTRA and NABET or IBEW members.

McCrarys Leaving WRCA-AM-TV Aug. 1, Winding Up Dozen Years

One of New York's longest-running broadcast engagements in recent programming history will be dissolved a week from Friday (Aug. 1) at midnight. At that time, John R. (Tex) and Jinx (Falkenburg) McCrary will leave WRCA-AM-TV New York after 12 years and two months on the stations.

Management would not comment and said only, "We've decided not to renew their contracts." WRCA spokesmen denied the action arose out of Mr. McCrary's recent involvement as press agent in the controversial Sherman Adams-Bernard Goldfine case, noting, "We decided on our course of action several months ago." Performer McCrary wears two hats; he also is chairman of Tex McCrary Inc., public relations firm representing the *New York Herald Tribune*, New York, New Haven & Hartford Railroad and other "blue chip accounts."

The McCrarys' staff of approximately 12 writers, producer-directors and researchers last week was notified of termination of employment effective Aug. 1.

It was understood last week that Mr. McCrary was discussing relocating at another station.

THE GROUND on which (l-r) Hal Neal, vice president, WXYZ Detroit; James G. Riddell, executive vice president, American Broadcasting-Paramount Theatres (owner of WXYZ-AM-FM-TV), and John Pival, vice president, WXYZ-TV, stand will be covered by a $4 million building by June 1959. WXYZ Inc. is relocating its facilities at Southfield, Mich., where the new 200 ft.-wide, 180 ft.-deep, two-story plant will house its studios, offices and transmitters. A farm home on the 93-acre property will be remodeled into an employe cafeteria and other facilities. Construction of radio and tv towers began this week. WXYZ-TV expects to be transmitting from its 1,000-ft. tower next November.

CBS Promoters to Meet in N. Y.

Promotion and publicity directors of the CBS-TV owned-and-operated stations will meet Aug. 14-15 in New York in informal sessions, it was announced last week by Craig Lawrence, vice president in charge of o&o stations. The purpose of the meeting: to cover all aspects of promotion and public relations in order to stimulate ideas.

KDRO-TV Signs With ABC-TV

KDRO-TV Sedalia, Mo., yesterday (July 20) became ABC-TV's 208th affiliate. Concurrently with its new affiliation, KDRO-TV has named Nicholas J. Zehr, chief engineer, KWK-TV St. Louis, as general manager, and J. E. Henderson, account executive, KTVI (TV) St. Louis, commercial manager.

CBS Boosting Fm On Chicago Outlet

Independent fm station programming is getting a precedential booster shot at the network o&o level this week.

CBS Chicago yesterday (July 20) launched virtually autonomous commercial operation of WBBM-FM on a daily 15-hour schedule, with Walter L. Dennis as assistant manager. The station will be programmed and promoted independently of the network's WBBM and WBBM-TV. As a result, WBBM-FM became the first CBS-owned fm to take such action.

There also were reports ABC may take a similar course with WENR-FM Chicago, but network spokesmen denied there are any "immediate plans" for such an operation, though it has been under consideration. Other network and independent stations with fm adjuncts are expected, however, to watch the WBBM-FM venture closely. Chicago currently has its full complement of 16 fm stations.

Announcing plans last Tuesday H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of WBBM-AM-FM and WBBM-TV, noted that "We for some time have watched the increasing importance of fm radio in attracting audience—a loyal and growing audience—and believe the time is appropriate for us to program that audience with a complete broadcast facility."

WBBM-FM is utilizing the "block" concept of music fare, including five minutes of "news in depth" every hour after an initial news headline format at 9 a.m. It also plans a "few CBS radio network programs which we will continue to carry, in some cases exclusively on fm," Mr. Atlass reported. These include, in the fall, the New York Philharmonic and Cleveland Symphony orchestras. Standard music will be emphasized, with types geared to block segments throughout the day.

Mr. Dennis, onetime NAB news bureau chief, radio-tv director of Allied Stores Corp. and general manager of WTAC Flint, Mich., revealed time will be sold for program segments (10, 15 and 30 minutes) and spots (10, 30 and 60 seconds). WBBM-TV will maintain "probably the only base 55-minute rate in the country," (excluding the five-minue newscast), he said. Emphasis will be more on selling programs, however, than on spots as a matter of CBS Chicago policy, according to Mr. Atlass.

A staff of three announcers, five engineers, three disc jockeys, three administrative people, one salesman and one transcription librarian, all taken from present employes, will be maintained to operate WBBM-FM, Mr. Dennis said. WBBM-FM operates on 96.3 mc with 10.5 kw.

WHK Set to Go Independent

WHK Cleveland, upon losing NBC affiliation July 30, becomes an independent operation July 31 patterned after WNEW New York's format of music, news-public service, with emphasis on personalities, it was announced last week by Metropolitan

WSAV

Savannah, Georgia

Savannah's most powerful voice

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

Broadcasting Corp., owner of both outlets. NBC moves to Storer Broadcasting Co.'s WJW Cleveland [NETWORKS, June 30].

Henry W. (Bud) Simmen has been transferred from WNEW to the general managership of WHK, succeeding Kenneth K. Hackathorn, who remains with the newspaper operations of Forest City Pub. Co. Metropolitan acquired WHK from Forest City earlier this year. Rudy Ruderman has been switched from WNEW's production staff to WHK as program director, succeeding Lester Biebl, promoted to manager of operation at WHK, a new position of executive associate to Mr. Simmen.

Metropolitan has signed several new disc-jockey personalities with entertainment field background, retaining WHK's Tom Brown in the 10 p.m. to 1 a.m. period. Jack Denton, formerly with WISN Milwaukee and onetime network comedy writer, goes into the 6-10 a.m. spot. Earle Jerris, formerly with WHEN Syracuse and WRGB (TV) Schenectady, has been signed for the 10 a.m.—noon and 4-6 p.m. spots. Ernie Anderson, formerly with WHIM Providence and WTRY Troy, N. Y., takes over the noon-2 p.m. and 6-8 p.m. periods. Pete (Mad Daddy) Myers, formerly with WJW, will do the 2-4 and 8-10 p.m. periods. WHK's news department is being expanded from a basic four men to an eight-man team, with five assigned as writers. Tom Fletcher and Bruce Charles continue in news and Jack Pluntze as news editor. Bob Cain, formerly with WJW, is the first of the new additions.

Broadcast Blackout Eased At Charlotte City Hearing

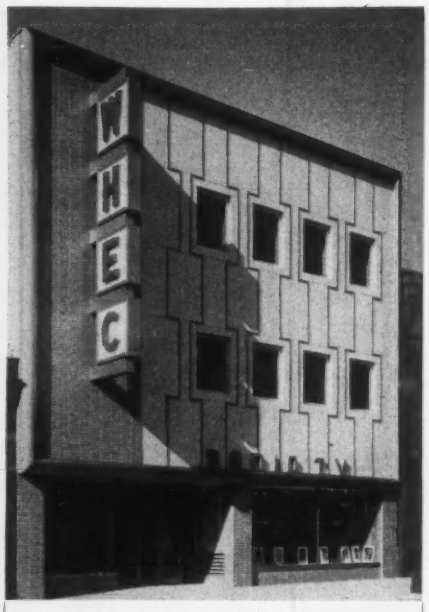
A blackout on radio-tv coverage of a city hearing in Charlotte, N. C., was eased last week to allow pooled electronic reporting on a delayed basis.

The three-man Civil Service Commission at a Monday (July 14) morning hearing denied the joint plea of Charlotte radio and tv stations for the right to cover the trial of Police Capt. Lloyd Henkel. The board allowed still photo coverage, however. The trial had stirred intense interest in the area. Ray Stanfield, of WIST Charlotte, appeared for the radio-tv stations along with Douglas Anello, NAB general counsel.

After the first recess during the opening trial session, Messrs. Stanfield and Anello pointed to the inconsistency of the board's decision. The board quoted Canon 35 of the American Bar Assn. but agreed it was unfair to allow still photos and not radio-tv. After brief discussion, the board granted permission for delayed radio-tv pickups on a pooled basis. It banned live coverage.

Municipal Court Lets WFIL In

Philadelphia Municipal Court, reportedly for the first time, has allowed a radio station to record its proceedings for broadcasting. WFIL there set up equipment July 15 on Judge Adrian Bonnelly's bench while he was trying the case of a man who was applying for custody of his son so that his wife could not take the boy to Latvia. The court order granting the father custody was played back over WFIL immediately after decision.



COMPLETION of the new WHEC-AM-TV Rochester, N. Y., building has added a fresh facade to East Ave. there. The property, purchased and remodeled at a cost of $385,000, houses a two-story tv studio, three radio studios, film laboratory, engineering shop, executive offices and a recording studio.

WBKB (TV) Senate Coverage Goes On Despite Sponsor Veto

ABC's o&o WBKB (TV) Chicago and the local *Sun Times* continued their public service coverage of Senate restaurant-union testimony last week—without committee approval for sponsored segments but with high viewer favor.

By week's end 75 witnesses had figured to give 30-40 hours of testimony on restaurant-union relations before the Senate committee on labor-management activities over a two-week span.

WBKB's request to sell portions of the coverage to Pure Oil Co.—or perhaps other regional or local advertisers—was rejected by the committee, under the chairmanship of Sen. John L. McClellan (D-Ark.), a station spokesman said. At the same time he scored criticism, reflected in a *Chicago Tribune* editorial, that coverage was characterized by commercialism in the form of spot announcements and station breaks during the actual hearings. It was pointed out the station had reduced the number of such commercials after the first day of testimony July 8. The *Tribune* owns WGN and WGN-TV in that city.

New Bismarck Daytimer: KQDI

KQDI Bismarck, N. D., begins regular broadcasting in early August, Darrel W. Holt, the station's general manager, reports. KQDI owned by Dakota Musicasters (D. Gene Williams, Delbert Bertholf, Robert Eubanks and Darrel Holt), is on 1350 kc with 500 w daytime.

4-YEAR TV COURSE PROPOSED BY NYU

- **WCBS-TV success noted**
- **Fall schedule announced**

New York U. last week announced step two in what it considers a straight road toward putting an entire four-year college program on commercial television. The school last year began a single course-for-credit, *Sunrise Semester*, on pre-breakfast time donated by WCBS-TV. This fall it will expand to four credit courses on WCBS-TV, weekday mornings 6:30-7:30 a.m., Saturday 7-8 a.m.

The success of *Sunrise Semester* stems from six years of cooperative educational broadcasting between WCBS-TV and NYU. It reflects the belief of the school's radio-tv department that more can be achieved by putting limited educational dollars entirely into production of courses on free time on commercial tv (with established audience and best of technical facilities) rather than into major capital investment and heavy operating costs required for a noncommercial educational station (with little, if any, money left over for production).

The success of *Sunrise Semester* during the fall and spring semesters was hailed by both NYU and station officials last week. The initial venture, a three-credit course (per semester) titled "Comparative Literature 10" was presented by NYU Prof. Floyd Zulli Jr. at 6:30 a.m. weekdays. A total of 117 qualified applicants paid $90 to enroll the first semester and WCBS-TV estimated some 120,000 persons in four states watched the show regularly. Kinescopes of the programs are being seen now throughout the U. S. on other stations. During the run of the series, booksellers within the New York area reported surprisingly heavy sales of the books discussed on the show by Dr. Zulli and the program averaged about 100 letters a day.

Dr. John E. Ivey, executive vice president of NYU, said "we are moving toward a full four-year college program on television."

Although all of the required time probably could not be cleared by WCBS-TV for such an effort, NYU has not yet approached other stations for a similar arrangement, according to Warren A. Kraetzer, director of NYU's office of radio-tv.

The 1958-59 program, aside from providing four college credit courses, will present opportunity for a closer consulting relationship between the student and his instructor and optional discussion sessions on campus and in various suburban communities. Students will do quizzes and term papers at home, and go on campus for final exams. Special arrangements will be made for the physically handicapped.

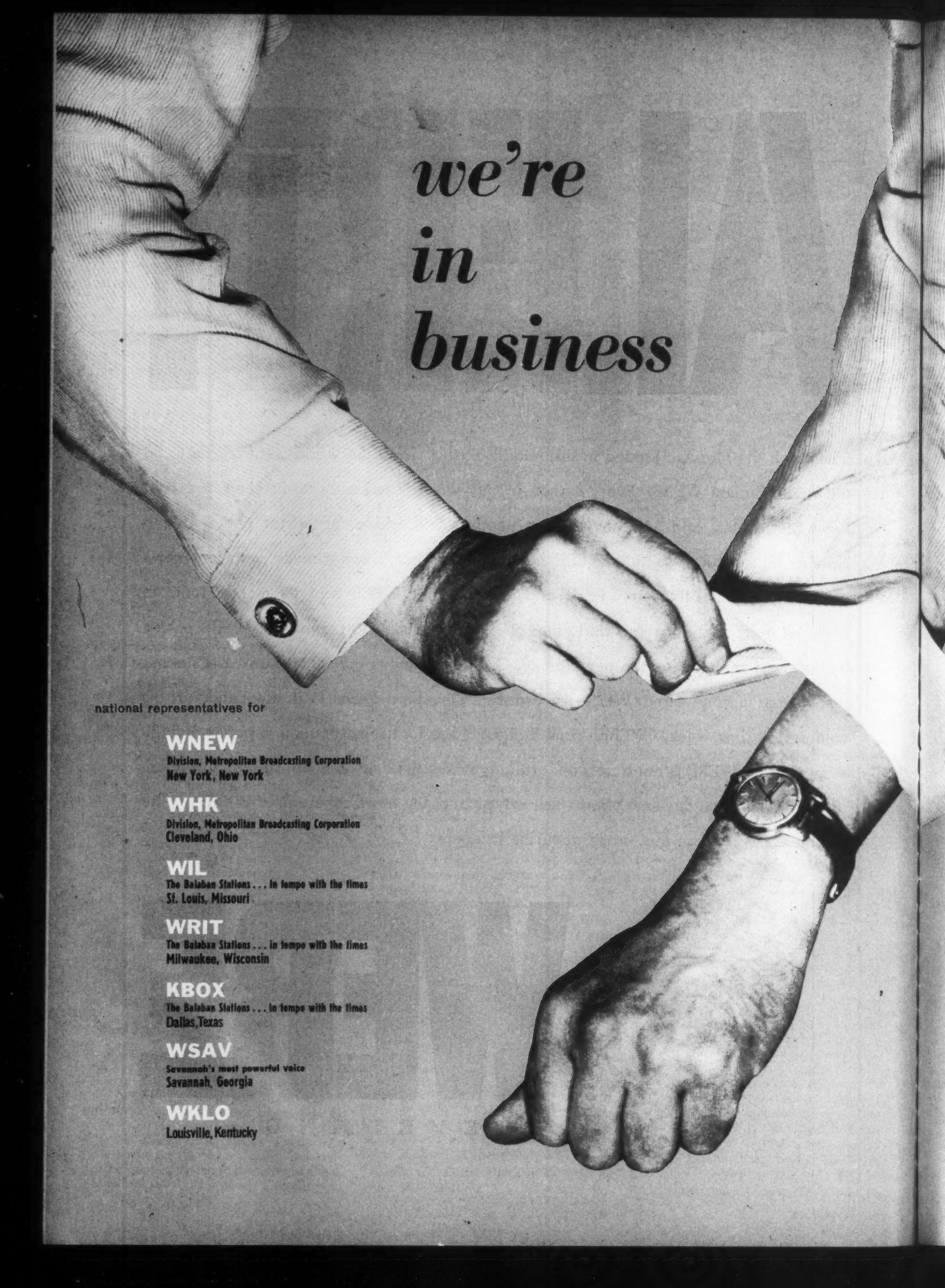
New courses and professors include: classical civilization H 1, Dr. Casper J. Kraemer Jr. (M-W-F 6:30-7 a.m.); mathematics N 1, introductory course, Dr. Hollis R. Cooley (M-W-F 7-7:30 a.m.; English H 5, a great books course, Dr. David H.

ALERT!

Last week the Marines landed in the Middle East . . . and the world went on alert. So did Radio Station WERE. Every station facility was alerted to bring listeners this vital news first, fastest and with coverage in depth: WERE alone carried the actual United Nations deliberations in full; WERE had on-the-air interviews directly with key news sources in London, Moscow, Paris and Washington; WERE sent its mobile units to crowded downtown locations and piped the UN broadcasts to passers-by; WERE posted on-the-street bulletins as the news broke. Grateful listeners called to thank the station; responsible citizens wired. Wrote Jim Frankel, Cleveland Press TV-Radio Editor, in his column late last week, "WERE earns highest praise for its contribution to public enlightenment. That WERE is not a network affiliate makes the achievement all the more meritorious." This is no one-time effort . . . it is typical of the news coverage of WERE . . . the alertness of a station that cares about its listeners.

WERE

CLEVELAND



national representatives for

WNEW
Division, Metropolitan Broadcasting Corporation
New York, New York

WHK
Division, Metropolitan Broadcasting Corporation
Cleveland, Ohio

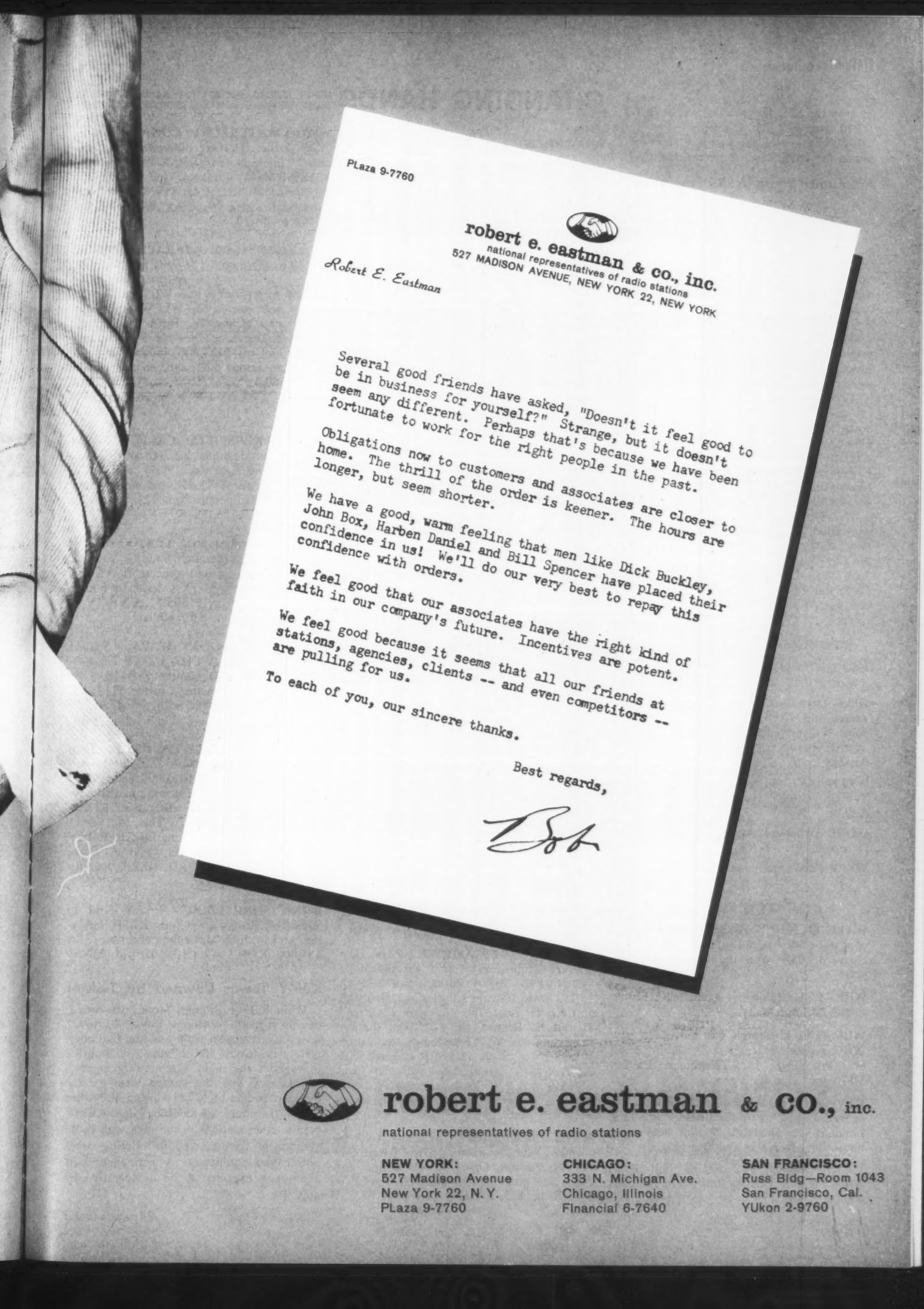
WIL
The Balaban Stations . . . in tempo with the times
St. Louis, Missouri

WRIT
The Balaban Stations . . . in tempo with the times
Milwaukee, Wisconsin

KBOX
The Balaban Stations . . . in tempo with the times
Dallas, Texas

WSAV
Savannah's most powerful voice
Savannah, Georgia

WKLO
Louisville, Kentucky


PLaza 9-7760
robert e. eastman & co., inc.
national representatives of radio stations
527 MADISON AVENUE, NEW YORK 22, NEW YORK
Robert E. Eastman
Several good friends have asked, "Doesn't it feel good to be in business for yourself?" Strange, but it doesn't seem any different. Perhaps that's because we have been fortunate to work for the right people in the past.
Obligations now to customers and associates are closer to home. The thrill of the order is keener. The hours are longer, but seem shorter.
We have a good, warm feeling that men like Dick Buckley, John Box, Harben Daniel and Bill Spencer have placed their confidence in us! We'll do our very best to repay this confidence with orders.
We feel good that our associates have the right kind of faith in our company's future. Incentives are potent.
We feel good because it seems that all our friends at stations, agencies, clients -- and even competitors -- are pulling for us.
To each of you, our sincere thanks.
Best regards,
Bob
robert e. eastman & co., inc.
national representatives of radio stations
NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760
CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640
SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

Green (T-T 6:30-7 a.m.; S 7-7:30 a.m.); government S 1, Dr. Morley Ayearst (T-T 7-7:30 a.m. & S 7:30-8 a.m.).

NYU again will charge $90 for each course for credit, $25 for certificate study.

Assailants Injure WSRS Employes

A total of $3,000 in reward money has been offered for the arrest and conviction of two men who attacked Ted Lawrence and William Crane of WSRS Cleveland, Ohio, early Tuesday morning (July 15). Mr. Lawrence is moderator of the station's panel discussion program *Confab,* which has been dealing with the issues of right-to-work legislation and corruption in labor unions. WSRS staff members report they have been plagued with anonymous telephone calls which warned of violence if the discussions were continued.

As Mr. Lawrence was leaving the studio, two men jumped him forcing him to fall down a flight of stairs, WSRS states. Mr. Crane, also connected with *Confab,* was similarly attacked as he responded to Mr. Lawrence's shouts, the account adds. Mr. Lawrence suffered three fractured ribs and Mr. Crane received bruises.

The Ohioans for the Right-to-Work organization, whose director has been on the panel show, has posted a $1,000 reward and the Cleveland AFL-CIO has offered $2,000. Jack McGinty, executive secretary of the Cleveland AFL-CIO, was a panelist Wednesday night for *Confab* discussion of the incident.

REPRESENTATIVES APPOINTMENTS

KSO Des Moines, Iowa, names H-R Representatives Inc.

KIXL Dallas and **KJIM Fort Worth,** both **Texas,** and **WORC Worcester, Mass.,** appoint William J. Reilly, Chicago, in Midwest. Richard O'Connell Inc. will represent stations in N. Y. area.

WTEN (TV) Albany, N. Y., names Blair-Tv as national representative, effective Aug. 1.

WORC Worcester, Mass., appoints Richard O'Connell Inc., N. Y.

WEEP Pittsburgh names Robert E. Eastman & Co.

STATION SHORTS

WABC-TV New York reports its billings at conclusion of second quarter showed increase of 65% over the same period last year.

WIBG Philadelphia has expanded schedule to full 24 hours daily.

WIIC (TV) Pittsburgh has moved to new WIIC Television Center at 341 Rising Main St., Pittsburgh 14. Telephone: Fairfax 1-8700.

KTVU (TV) Oakland-San Francisco has opened its new studios and offices at 1 Jack London Sq., Oakland. Station held open house for advertisers and agencies.

WQUA Moline, Ill., retains Phil Dean Assoc., N. Y., publicity and public relations company.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WIP-AM-FM Philadelphia • Sold by Gimbel Bros., department store, to group headed by Benedict P. Gimbel Jr., president-general manager of station for past 30 years, for cash figure of $2.5 million. In group with Mr. Gimbel, who acquires control, are Edward Petry, president of station rep firm, Armand Hammer, president of Mutual, Bob Hope, and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Crisconi, Ralph Huberman, L. Parker Naudain and John G. Pew Jr. Station, established in 1922, operates on 610 kc. with 5 kw, and is Mutual affiliate. Sale to Mr. Gimbel and associates follows previous negotiations with Plough Inc. and Storz Broadcasting Co. and means no change in personnel or operating policy. Purchasing company is WIP Broadcasting Inc. of which Mr. Gimbel is president.

MR. GIMBEL

WDMF MT. DORA, FLA. • Sold by Francis Fitzgerald to Triangle Broadcasting headed by E. O. Roden for $30,250. Mr. Roden also operates WTUP Tupelo, WBIP Boonville, and WGCM Gulfport, all Miss., KREL Baytown, Tex., and WBOP Pensacola, Fla. Co-brokers were Allen Kander & Co. and Paul Chapman Co. WMDF is on 1580 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 93.*

KVOD DENVER, COLO. • Sold to Western Broadcasting Enterprises Inc., (Robert L. Howsam, president; licensee of KINT El Paso, Tex.) for $300,000 plus employment deal by Colorado Radio Corp. KVOD is on 630 kc with 5 kw, and is affiliated with ABC.

WLOS-AM-FM-TV ASHEVILLE, N. C. • Granted acquisition of positive control by WTVJ (TV) Miami through purchase of 35.2% interest from Charles A., Henry J. and Joe H. Britt, Julia L. Stamberger and Harold K. Bennett for $277,940, thereby increasing the WTVJ holdings to 72.1%. WLOS-TV is on ch. 13 and is affiliated with ABC. WLOS, also affiliated with ABC and Mutual, is on 1380 kc with 5 kw, day, 1 kw, night. WLOS-FM is on 104.3 mc with 9.2 kw.

KATT PITTSBURG, CALIF. • Sold to Contra Costa Broadcasting Corp. (interest in WONE Dayton, Ohio) by KECC Inc. for $225,000, plus employment deal. KATT is on 990 kc with 5 kw.

WWCO WATERBURY, CONN. • Sold to WWCO Inc. (Herbert Bloomberg, has minority interests in KPAR-TV Abilene, KDUB-AM-TV Lubbock and KEDY-TV Big Spring, all Texas), for $193,000 by New England Broadcasting Corp. WWCO is on 1240 kc with 250 w.

WLAV-AM-FM GRAND RAPIDS, MICH. • Sold to Harmon L. Stevens and John F. Wismer as Stevens-Wismer Broadcasting Co. (WHLS Port Huron and WBSE Hillsdale, Mich., and interest in WLEW Bad Axe, Mich.) and Milton W. Bush by Versluis Radio & Television Inc. for $45,000 and assumption of $133,000 indebtedness to transferor, among other agreements. WLAV is on 1340 kc with 250 w, and is affiliated with ABC. WLAV-FM is on 96.9 mc with 1.75 kw.

KGEE BAKERSFIELD, CALIF. • Sold to Marterto Productions Inc. (tv star Danny Thomas) and Seer Inc., 90% and 10%, respectively, for $145,850 and employment deal. KGEE operates on 1230 kc with 250 w.

KVII-TV AMARILLO, TEX. • Sold to Television Properties Inc., Jack C. Vaughn, president, with various officers having interests in KOSA-AM-TV Odessa, by Southwest States Inc. for $136,052. KVII-TV is on ch. 7, and is an ABC affiliate.

WPLH HUNTINGTON, W. VA. • Sold to The Tierney Co. (WCHS-AM-TV Charleston, Hawthorne D. Battle, president) by Huntington Broadcasting Co. for $112,375. WPLH is on 1420 kc with 5 kw, and is affiliated with MBS.

KZEA SHREVEPORT, LA. • Sold to John M. McLendon and Assoc. Inc. by Edward E. McLemore for $100,000, conditioned that assignment not be consummated until the McLendon interests dispose of KOKA Shreveport (see below). The McLendon Negro-programmed stations include KOKY Little Rock, Ark. WOKJ Jackson, Miss., and WBCO Bessemer, Ala. KEZA operates on 980 kc with 5 kw.

KOKA SHREVEPORT, LA. • Sold to Southwest Broadcasters Inc. (KBSF Springhill, La.) by John McLendon and Assoc. for $85,000. KOKA is on 1050 kc with 250 w.

KBMY Tower Downed by Twister

While KBMY Billings, Mont., was broadcasting tornado warnings July 2 its tower received a direct hit from a twister that completely destroyed its antenna. By working throughout the night a temporary antenna was erected and the station went on the air on schedule at 6 a.m., losing altogether only eight hours broadcasting time. KBMY credits other stations in the area with being "extremely cooperative" in offering manpower and equipment. A permanent new antenna is expected to be in operation by July 20.

THE REVOLUTION IN 6 O'CLOCK TV VIEWING IS COMING!
They're mad . . . mad . . . mad
THE THREE STOOGES
Together With . . .
EDGAR KENNEDY COMEDIES
Never-been-equalled creator of the "Slow Burn"

WXYZ-TV . . . FIRST STATION TO OFFER AMERICA'S TOP FAMILY COMEDIES TOGETHER! IN ONE GREAT HOUR-LONG . . . LAUGH-MAKING . . . AUDIENCE-PULLING SHOW!

Beginning September 1st you're going to witness the biggest shakeup in the 6 pm rating and audience composition ever!

What's going to cause the revolution is a brand new, hour-long show called "Curtain Time". It will feature two great family comedies daily and an entertaining live host.

Now is the time to ask us about availabilities!

abc

WXYZ-TV DETROIT CHANNEL 7

american broadcasting co.

Represented Nationally by Blair-TV

BEAT JUSTICE TO THE PUNCH, FCC TOLD

Deans Mayo, Barrow testify against option time, must buy practices

If the FCC refuses to outlaw the option time and must buy practices of the tv networks, the Justice Dept. "may feel compelled" to take action against these two practices and others, the Commission was told last week in hearings on the controversial Barrow Report.

Louis H. Mayo, assistant dean of the George Washington U. Law School and executive secretary of the Network Study Staff which prepared the report, issued this warning in testimony Monday (July 14).

Also testifying was Cincinnati U. Law School Dean Roscoe Barrow, director of the study staff. They'll both be back today (July 21) for questioning on additional statements submitted since they began testimony July 11 [AT DEADLINE, July 14]. The staff's economics and antitrust expert, Princeton U. Prof. Jesse Markham, testified July 11 on network concentration in tv.

Dean Barrow's new statement covers multiple ownership, network national spot sales representation and direct FCC regulation of networks; Dean Mayo's covers proposed publication of affiliation criteria, network rate-making data and compensation to affiliates.

Dean Mayo, questioned by Robert Rawson, chief of the FCC Broadcast Facilities Div.'s Hearing Branch and acting as Commission attorney in the hearing, agreed that the question of antitrust law violations must be applied to individual facts of each case. He maintained, however, that option time is "extremely close" to the block-booking practices condemned in the 1948 Paramount case, because, he felt, the programs are separate and distinct. They become so because they are copyrighted, which makes them "limited" monopolies in themselves and thus "unique" and because of their practical treatment by affiliates in the distribution process, he said. He didn't feel the affiliate's exercise of "right of first call" is an antitrust violation.

He said if the FCC is convinced option time is essential it should ask congressional permission to retain the arrangement. If option time proved necessary after prohibition, he said, the FCC could restore the practice, but shouldn't if it agrees option time violates antitrust laws.

The difference in must buy and minimum buy (present ABC practice) is that the latter leaves an area for negotiation where must buy does not, he said.

Dean Barrow told Mr. Rawson that the network is dominant in an affiliation relationship because the affiliate must rely on the network; he is under leverage and depends on the network for his economic health; that networks are able to set rates to a great extent. He felt first call is necessary in affiliation because the network needs identification with a given station, wants the right of first call for this reason and gives it to the station to keep the station on its affiliate list.

Removal of option time is desirable even if this does not bring different results, Dean Barrow said, but added he thought removal of the option time "shield" would engender greater competition by networks with competitors. This would raise the quality of programs because non-network program sources then would try to compete with higher type (budget) programs, he argued.

Affiliates would not be encouraged to use cheaper programs upon removal of option time, he told Comr. John Cross, because of competing programming on other stations.

Dean Mayo felt a minimum buy policy could achieve as wide a national coverage as must buy and still give the advertiser a choice of markets.

Dean Barrow did not feel contracts stations make with non-network program sources are as restrictive as the option time practice, stressing that the FCC must consider the merits of these as they arise. Questioned on whether he had substantial proof of the effects he claims result from the option time practice, he said the study staff did not have time to make a market-by-market study.

DEAN MAYO DEAN BARROW

If the FCC were to find option time necessary to preserve the networks it then would have to decide what to do in substitution for its own policies and the antitrust laws to secure that which it must have and cannot get through competition. If Congress granted express exemption from antitrust laws, the FCC might have to start "rationing" time, which points toward rate regulation, he said. This would leave the broadcast business "swimming in common carrier waters," he said.

He acknowledged that national spot has prospered under the present setup, but noted that the networks "have been permitted to carve out preferred hours for themselves."

Dean Mayo, asked by Comr. Frederick W. Ford if evidence might not be needed to show whether an affiliate wants or does not want a program, said that under option time the affiliate agrees to take all programs offered, a denial "on its face" of freedom of choice. He said he felt a minimum buy practice would be illegal *per se*, too, if buying habits became so crystallized that a minimum buy consistently included every one of the markets on present tv network must buy lists.

Dean Mayo acknowledged to Comr. Robert E. Lee that the present network contracts under option time enable the station to refuse a network program under certain circumstances (public interest grounds, etc), but said present option time is still a restraint, no matter how leniently it is administered.

Dean Barrow told Comr. Lee that the FCC should consider the interests of affiliates in weighing their testimony on the Barrow Report because the network is of such great economic importance to them. National representatives, in turn, also depend on these same stations for their existence, he said.

He told Comr. Robert T. Bartley that the source of network domination arises from the programs and advertising revenues resulting from this system of national advertising, which, he felt, is so important to the station as to be a "life and death" matter.

Dean Barrow cited the radio networks as an example of the dominant position he feels option time and must buy gives the network. When networks were the only source of good programs, he said, option time kept them dominant, but when stations found themselves no longer dependent on network programming option time lost this power to dominate.

He said the study staff had not considered relaxation of antitrust laws so affiliates could combine to bolster their bargaining position with the networks.

Dean Barrow told Comr. Rosel H. Hyde the study staff would recommend removal of option time even if the staff did not feel it violated antitrust laws. The thrust of the Barrow Report, he said, was broader than the narrow standards involved in the antitrust laws. The staff felt, he said, that if option time is a violation of antitrust laws, then this should be "a flag" to the FCC on public interest grounds.

Dean Mayo, answering questions by Chairman John C. Doerfer, acknowledged that to hold to the *per se* doctrine regarding the illegality of option time and must buys would eliminate the necessity for "extensive

WRIT

Milwaukee, Wisconsin

The Balaban Stations . . .
in tempo with the times

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CHICAGO:
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Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

CBS ANSWERS BARROW, KTTV (TV)

CBS Inc. in a legal memorandum filed in the Barrow Report proceedings has charged that conclusions by KTTV (TV) Los Angeles and the Network Study Staff that tv network option time and must buy practices are illegal, are "unjustified in antitrust law and unconscionable in the administrative process."

The CBS document specifically answered a similar memorandum filed in April by KTTV during testimony on the Barrow Report. CBS said it is the "special responsibility" of the FCC to "give meaning to the 'rule of reason' sanctioned by antitrust law in the context of its determination of the public interest."

KTTV and the Barrow Report, CBS said, hold option time and must buy (CBS used the words "basic required") are illegal *per se,* comparing option time to "block-booking" as prohibited in the 1948 Paramount Case and comparing must buy to the restrictive "tie-in" condemned in the Northern Pacific Railway case earlier this year and the "refusal to deal" held unlawful in the Griffith-Paramount Case in 1948.

But they extend these rulings to "strike down every arrangement which can be twisted to fit within the supposed reach of catchwords like 'block-booking,' 'tie-in,' or 'refusal to deal,'" CBS charged, adding that KTTV goes even farther in such analogies.

The fallacies, CBS said, are a misapplication of the antitrust doctrine of *per se* illegality and a misconception of the proper role of the FCC in its rule-making capacity. The "rule of reason" should be the test to apply to both practices instead of *per se* illegality and it is the FCC's primary responsibility to consider the reasonableness of both practices in the public interest, CBS said.

CBS said that unlike analogies cited in the Northern Pacific Railway case, option time and must buy are based on business considerations integral to the development and maintenance of nationwide networking and for that reason their legality must be determined by the "rule of reason" and not automatically by the doctrine of *per se* illegality. CBS cited several other cases to illustrate its point.

Noting the Barrow Report considers networks necessary, CBS said the affiliation relationship is the "heart" of networking and that without option time there would be no reason for affiliation. To force networks to become intermittent, piecework program suppliers would tend to force all national programming to filmed entertainment, CBS added.

CBS said the *per se* approach to the antitrust laws ignores the special function of the administrative agency and the administrative process itself. The CBS document cited an instance in which the Federal Trade Commission refused to be governed by a *per se* approach in saying in a decision that "if a particular competitive act is automatically to be presumed unlawful, the administrative process loses its purpose, and the justification for limiting the scope of judicial review and for exempting the Commission (FTC) from executive control no longer remain."

The doctrine of primary jurisdiction makes it clear, CBS said, that the reasonableness of the challenged practices should be examined by the FCC in the first instance; that proper application of the "rule of reason" and primary jurisdiction demonstrates that the FCC's task is to make a determination "as broad and searching as the public interest itself."

CBS said it should not be assumed that competition is bound to be of advantage, citing the Supreme Court's reversal of an FCC order based on this assumption.

CBS questioned whether the network should be considered on a competitive par with a film syndicator in view of the former's "natural advantage accruing" by virtue of its "unique continuing contributions to broadcasting." The informed judgment of the FCC is needed to answer so basic an antitrust question, CBS maintained.

The FCC must consider, CBS said, whether option time is a critical provision of the network-station affiliation relationship agreement. Without option time there would be no reasonable assurances of simultaneous clearances, CBS added, to make "a network a network."

Lack of such clearances would discourage live programs; programs of longer than the normal hour or half-hour; national public service programming (news, public affairs, cultural and religious programs), unjustified business-wise unless woven into a regular affiliation relationship, and "inventive, imaginative programming" requiring an opportunity to prove itself against a conventional, "safe" program format.

CBS said it seems likely a damaging loss of simultaneous clearances would occur and this might be fatal to a network.

The FCC, CBS said, must consider that: (1) its objective is to maintain network service to all important segments of the country, preserving the network as a national medium; (2) that designation of key stations throughout the country is essential to that objective, both to serve all areas and to insure that the stations are conveniently available for consecutive national sponsors, and (3) that network service and especially its high level of programming could not be maintained if less than the required number of stations were included in most orders.

Accordingly, CBS said, the must buy practice "appears to be no more than a reasonable expression of the necessities of the network business."

investigation" of the "reasonableness" of the practices. He also acknowledged that no court has ever declared option time illegal *per se.*

Chairman Doerfer asked if the FCC should not be wary of adopting the position that option time is illegal *per se* since the Sherman Act provides criminal penalties and the FCC is an agency which does not "construe criminal law."

Dean Mayo replied that the staff does not ask the FCC to declare option time illegal *per se;* that "our recommendations" are based on the public interest.

Chairman Doerfer noted that some of the practices challenged in the Northern Pacific Railroad case were not held illegal; that these practices were more related to the transportation business and to the railroad's operation than those which were found illegal. He wondered if these practices held legal might not be analagous to the network's option time and must buy practices in that they are closely related to the networks' operation. Dean Mayo said the court decision did not describe the legal and illegal practices well enough to distinguish the differences between them.

Chairman Doerfer noted that there are technical differences in the networks' transactions and those condemned in the Paramount case.

Dean Mayo agreed the business mechanisms may differ but that the end result of both were to make a profit. He said he saw no (overriding) "redeeming virture" in option time that would justify retaining it.

Dean Mayo said he didn't deny that networks may employ option time for other purposes than "fencing out competition," but said this does not justify a finding that option time is a reasonable practice.

Chairman Doerfer noted that in the Paramount Case the producers-distributors were found guilty of "conspiring" as well as block-booking, to which Dean Mayo replied that the conspiracy charges had nothing to do with the block-booking charges. He noted that the Justice Dept. has charged six tv film distributors with block-booking, but that no conspiracy is involved.

Dean Barrow, to a question by Chairman Doerfer, acknowledged that network affiliates did not complain in their testimony about being forced to accept undesirable programs. The staff, he added, "had trouble getting complaints about anything from anybody."

Chairman Doerfer said it wasn't clear that these were objections by witnesses in the hearing strenuous enough to encourage the FCC to "do away" with option time. He thought an affiliate might prefer the "overall relationship" with the network in accepting a large share of network programs on the assumption that this would be better for the station, its viewers and the public.

CONTINUED

10 Years Toledo's Only Station

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WSPD-TV sells to almost two million people . . . News, entertainment and public interest programming have been consistently backed up by hard-selling merchandising and local promotion for SPeeDy's advertisers. This policy will continue in even greater measure during the next ten years.

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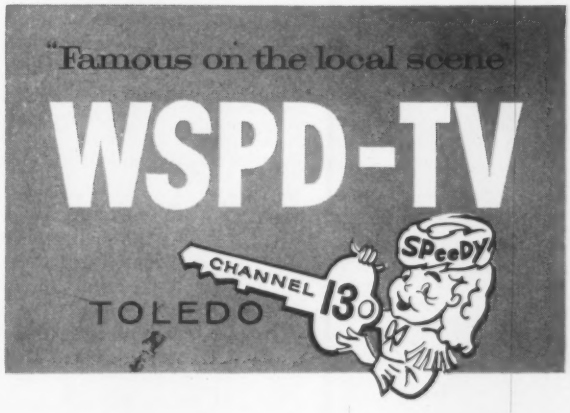

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Storer Television

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
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"Doesn't he (station) realize that he can't bat a thousand percent?" he asked.

Dean Mayo replied that there is no necessity for this relationship because option time is responsible for it.

Mayo statements defend study's legal findings

Dean Mayo in his legal memorandum said events since the Barrow Report was issued have strengthened the staff's findings that option time is a *per se* violation of Sec. 1 of the Sherman Antitrust Act. The Supreme Court's decision in the Northern Pacific Railway case (March 10, 1958), supports the view that courts would find both option time and must-buys violations, he said.

He said the network position has shifted "radically" since the Northern Pacific Railway case and that the CBS legal memorandum (see page 64) appears to tacitly admit the analogy of option time to "block-booking" (prohibited by the Supreme Court in the 1948 Paramount case) is "extremely close." CBS, he said, asks that the FCC reject the whole "*per se* doctrine" and evaluate option time and must buy only in terms of the "rule of reason."

"It would be interesting to know what authority precludes the applicability of the *per se* doctrine to the television industry," he said.

Monopoly in the tv industry does not need to be shown, he said. If the network uses two copyrighted programs, both are limited monopolies and all that needs to be proved is that one program is tied to another.

Dean Mayo said he does not question the CBS claim that it uses option time in its own business interest to assure nationwide clearances, but added that similar reasons were cited in the Paramount case and were nevertheless rejected by the Supreme Court.

He said that just because the Barrow Report sanctioned the right of first call (by an affiliate) as a "reasonable restraint" it does not follow that the FCC should allow "all other restraints which the network may wish to impose," adding that there are "numerous means" for satisfying "mutuality of obligation" in the affiliation relationship.

First call does not prevent a given program from access to the market because the program normally can be offered to another station if the affiliate refuses it, he said. Prohibition of option time would not cause the "drastic upheavals" in a market which abolition of the right of first call would entail, Dean Mayo said.

On must buy, Dean Mayo said this practice is "on its face anticompetitive" and "fits squarely into the classic pattern of illegal tying arrangements." He said factual data cited in the Barrow Report shows that the must buy practice has forced national advertisers to accept one or more unwanted stations in return for using others which are wanted. Proof of this tying practice does not rely on the "monopoly" market concept (the network being affiliated with the only tv station in a given market and such station being desired by the advertiser), Dean Mayo said, charging that the effect of the must buy practice "is to do precisely what the Court . . . has explicitly condemned [in the Northern Pacific case]."

Dean Mayo, in his statement submitted at noon last Monday (July 14) on the Barrow Report's recommendations on affiliation criteria, rate-making procedures and compensation, said, "It is advocacy at its highest level to compare our proposals . . . with a system of common carrier regulation."

Common carrier regulation would require networks and stations to accept all timebuyers on a first-come-first-served basis with consequent loss by the network or station of control over its program structure, he said, and would be directly contrary to the aims of the report.

The report does not recommend that broadcast services be furnished at "reasonable charges upon reasonable request," he said, nor does it ask that rate schedules be made subject to review by the FCC.

The recommendations on rate disclosure may be compared to the new Automobile Information Disclosure Act, which requires dealers to list factory prices of new cars in this non-regulated industry, he said. Comprehensive data required by the FCC of broadcast licensees at present has obviously not converted the stations into common carriers and the purpose is to minimize, not promote, governmental supervision "through self-regulation induced by public knowledge of the activities affected."

He cited FCC rules prohibiting affiliate exclusivity by contract, reducing territorial exclusivity, limiting option time, preventing networks from setting or influencing affiliate non-network rates and the required split of NBC's Red and Blue networks as significant examples of "some measure" of supervision over network business arrangements to advance the public interest.

FCC authority and responsibility to regulate business decisions was settled by the Supreme Court when it upheld the Chain Broadcasting Rules in the NBC case, Dean Mayo said.

Publication of affiliation criteria, Dean Mayo said, would foster a continuing awareness that affiliation criteria and their application in specific cases are of public concern. Though the FCC should not establish or approve affiliation criteria, it clearly should not permit application of criteria which are contrary to the public interest, "as for example, the factor of multiple ownership." The FCC could prohibit criteria it considered contrary to the public interest through rule-making, he said.

Although rates set by networks have for the most part been based on objective criteria, Dean Mayo said, networks on occasions have tried to persuade affiliates to accept certain programs by conditioning rate increases on clearance; on others they have tried to influence affiliates to set non-network rates at levels which would provide less competition to the networks, he said.

Although the staff realizes that some central control of rates is probably necessary, it feels that publicity is the answer in advancing the public interest and would obviate the undesirable step of FCC regulation of rates in the public utility concept. Publicity would reduce the "dominant leverage" of the networks, he said.

Disclosure of compensation arrangements would probably serve to decrease differences in compensation arrangements among affiliates where they are not justified, Dean Mayo said.

He said it "seems more than a coincidence" that before the Barrow Report CBS included multiple ownership as an affiliation criterion, but that after the report "CBS states that 'the mere fact of mutliple ownership will not be a decisional factor.' " He noted a "similar change" on the use of radio affiliation in tv affiliation decisions.

Dean Mayo said the report recommended retaining the two-year affiliation contract (instead of five years) so it would spur competition among stations for affiliation.

Barrow answers attacks on other conclusions

Dean Barrow's second statement, submitted at noon Monday (July 14), covered the report's recommendations on multiple ownership, national spot sales representation by networks and application of FCC rules directly to networks.

On multiple ownership, he said each time a station owner is awarded a station license by comparative hearing or transfer, other businessmen are deprived of an opportunity to make a contribution to telecasting. There are many who are well qualified to do so, he felt.

He noted that the report's recommendation that big multiple owners be reduced to three vhfs in the top 25 markets would require divestiture by Westinghouse Broadcasting Co., which, he said, has an "excellent record of program performance." But so have other single station owners, he said, and to "grandfather" such a multiple owner (exempt present multiple owners) seems unfair to potential station owners.

Since both single and multiple owners potentially can do an excellent job, the report's recommendations for diversification and local institution concepts should be given effect, he thought.

To arguments that multiple ownership can provide both centralized coordination and local community identification through absentee ownership but with local management, he said, "If this be true, I suggest that the logic would require that the Commission consider multiple ownership as a plus, and not as a minus factor, in comparative proceedings."

He said that since the FCC grants a station not to the manager, the program director, or to the accountant, but to the licensee, the licensee is the person whose qualifications are at issue.

Multiple ownership, he said, does not assure any special resources not available to single station owners, especially in the larger markets where multiple owners "congregate." The single station owner in a large market normally has enough resources from profits and other sources to maintain good programming. Besides, he gets ideas and advice from his national spot representative, advertising agencies, independent program

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333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

producers and his network, Dean Barrow said. He felt that "no qualified station licensee has any difficulty in being current with the latest program ideas."

To arguments that multiple owners hire local management or management people who quickly integrate themselves with the community, he commented, "The ownership factor is fundamental." He said that in the Barrow Report hearing one multiple owner executive testified he would consult with the main office before turning down a network program offered in option time hours. Such centralized control leads to standardization of policies for a group of stations and may affect the decisions made by operating personnel in program selection suited to the needs of the individual community, he said. He didn't feel the owner of several stations can have the same "depth of interest" in several communities that a single station owner has in his own, and added:

"Some multiple owners have been known to sell stations in smaller markets in order to acquire stations in larger markets as opportunities arise. This suggests that profit may sometimes be a stronger motive than interest in the particular community."

He did not feel that limitation to three vhfs in the top 25 markets would result in loss of revenue for programming purposes as claimed by opponents of the recommendation. These multiple owners have substantial revenues to devote to broadcasting and, besides, they may acquire substitute stations in markets below the top 25, he felt.

He thought the FCC might consider waiving the rule in the case of a future ranking change involving the top 25 markets.

He noted that CBS had developed into the top network while owning only three vhfs in the top 25 markets and felt both CBS and NBC would be able to continue operations at past standards if limited to three vhfs in the top 25 markets, adding that "a strong case can be made for the proposition that CBS and NBC can continue networking without any station ownership whatever."

In 1957, he said, 81% of NBC income from o&o stations came from the New York, Chicago and Los Angeles stations and that the 19% from its other two stations would not represent loss because NBC could sell the stations to recover capital investment and affiliate with the stations to continue obaining a "large porion" of its revenue from network sales.

He didn't feel the recommendation would affect CBS and NBC radio service, noting that no recommendation has been made to reduce radio station ownership and that MBS still operates without either radio or tv stations. If it developed that radio networking was unlikely to survive because of inadequate financial support, he said, the FCC then could consider how many networks, and in what form, are needed for national defense, and what alternative means of financial assistance are needed to assure the forms of networking necessary for national defense.

To ABC's testimony that it couldn't survive as a network if it lost two of its vhfs, he said the ABC network itself makes a profit, though small, and that 87% of its total broadcast income in 1957 came from its o&o stations. Under the recommendations, ABC would keep its vhfs in New York, Chicago and Los Angeles (63% of o&o income) and the network would continue to get o&o support, plus a small profit from its network operation, Dean Barrow stated. The study staff does not feel, accordingly, that ABC would have to discontinue networking, he said.

He said that a network-owned station has little freedom to choose between network and national spot or other competitive programs and said owned stations are used as examples when the network is trying to sell affiliates an unpopular policy such as raising national spot rates.

The report's recommendation, Dean Barrow said, is designed mainly to prevent further growth of multiple ownership in the top 25 markets.

If the FCC decides the impact on multiple owners is too great to reduce their holdings, even with reasonable time for divestiture, then it should "grandfather" the present holders in adopting the recommendation.

He said the report's recommendations (in original applications) that rebuttable presumptions be established in favor of local applicants and those who own no other tv station are designed to "tip the scales" in favor of introducing "new blood" into tv.

Has FCC lost its grip?

He expressed "grave concern" that in the transfer procedure the FCC has lost control of the "licensee selection process" because of limitations imposed by statute.

With most original grants already made, this is especially serious, he said, because more than a third of the stations presently held by multiple owners have been acquired by transfer with statutory immunity from comparative hearing. He felt that eventually a majority of stations in major markets will be held by broadcasters who are required only to satisfy minimum FCC standards.

The report seeks repeal of the statutory preclusion of comparative hearings in transfers so the "licensing function may be restored to the Commission, in fact as well as theory," he said.

Acknowledging that the problem is difficult, he said the McFarland Amendment limits the consideration of all parties interested in acquiring a station on transfer and should be repealed. The former Avco rule requiring this consideration posed problems, he said, in that (1) when a prospective buyer included real estate, stock, equity, etc., in his consideration it was difficult to determine whether other offers were comparable, and (2) when the seller extended credit arrangements to the buyer he could effectively select the purchaser by finding one applicant to be a better credit risk than the other.

The report recommended that the Avco procedure be reinstated, but that a cash sales transaction be required, the amount made public and others given an opportunity to meet the price, with a comparative hearing among applicants.

Since the price could not be bid up, this would give the smaller broadcaster a better chance, he said. Though the smaller broadcaster might have more trouble borrowing money from a lending institution, it could reasonably be assumed he could borrow the necessary funds. This would mean the price might be lower than could otherwise be obtained, but the fundamental point is that the licensee is receiving substantial profit from the private sale of a "publicly-owned facility" (license) and it is "entirely appropriate" for the FCC to attach such conditions to the sale in the public interest, he said. He said the FCC might consider an exception in the disposal of a tv station to pay estate taxes in the case of widows and orphans.

He said 58 (72%) of the 81 vhf stations in the top 25 markets today are held by multiple owners, with the number rising, and acknowledged that it will "require courage" for the FCC to effectuate its diversification and local ownership doctrines.

On network representation of stations in national spot sales, Dean Barrow said both NBC and CBS acknowledge this activity is not essential to their operations; that industry witnesses testified that national spot representation and networking are competitive, and that all station reps who testified endorse the report's recommendation that networks be removed from the spot representation field except for their owned stations.

To arguments that networks' spot sales and network divisions effectively compete, he cited the FCC's reply in its Chain Broadcasting investigation of NBC's claim that the Red and Blue networks were competitive. The FCC at that time called the NBC claim "a time-worn argument of corporations facing charges of monopoly" which reduces the theory of competitive economy to an "absurdity."

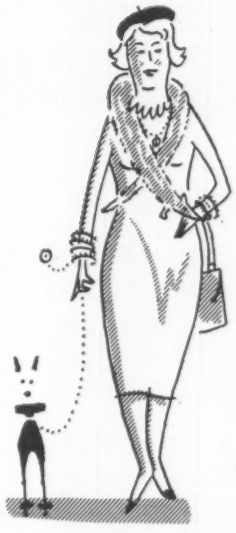
He noted that documents from network files indicated at least two networks tried to get affiliates to raise national spot rates and that the third was contemplating such action. He cited the FCC's letter to CBS July 3 charging the network violated Sec. 3.658 (h) of the Chain Broadcasting Rules and said this dispels arguments by the networks that the networking and national spot division compete with each other.

Dean Barrow said claims that a network can give stations better national spot sales service because of the small list of stations it represents is without foundation since some non-network reps with bigger station lists also provide excellent national spot service. Although NBC ranks 13th and CBS 16th in number of stations represented, they are second and third, respectively, in volume of business, he said.

The reason the networks do not expand their lists is "obvious," he said, adding that if they pursued their business interest "as competitors would be expected to do" and expanded to the extent the dominant position of the network enabled them to do, it would be "demonstrated" that they (networks) "can also readily dominate the national spot field."

The networks realize this dilemma and have rationalized that 15 clients is the optimum number, he said, adding that CBS and NBC have refrained from expanding

The Average "TEENER" Is A Honey—



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*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data— March, 1958

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"only because of the public attention forced on this problem."

To arguments that network spot sales representation has a unique value because it is limited to the network, he said if this were true the structure of national spot sales would have "developed in the same way. It has not." It was brought out in the Barrow Report hearings, he said, that the network's spot division does not sell the stations as a group and that the same programs are not carried simultaneously on all stations because of time zone and other differences. Besides, adjacency values are different from market to market because of various factors, he added.

The shortcoming of regulating networks through stations is that while practices the report considers offensive are initiated by the network, the rules apply to the stations; that the only penalty the FCC has is to deny or revoke a license, a measure so drastic that it is never invoked.

It is impractical to apply some network practices to its affiliates in enforcing a rule, Dean Barrow said, because often the stations have no knowledge of whether a violation has occurred.

The network study staff concluded that direct application of rules to networks would not deprive the Justice Dept. of antitrust jurisdiction, but that there would be some effect on successful prosecution of any case in which the reasonableness of the practice is at issue because the FCC is considered to be an expert body in the field and its judgment will carry weight as to reasonableness.

He said CBS voiced no objection to applying the present rules to networks instead of stations but opposed any addition to add substantive powers to the FCC.

To freeze regulation at this point and deny the FCC the authority to meet existing and future problems by regulating networks misconstrues the entire purpose of administrative agencies, Dean Barrow said.

He said witnesses visualize such "horrors" as censorship and requirements that only small advertisers be permitted to use networks. "Has the Commission tyrannized and oppressed stations?" he asked. He felt any FCC zealousness could be restrained by congressional pressure, the courts and by public opinion. "It seems only simple logic to conclude that if the Commission cannot be trusted to regulate networks, it cannot be trusted to regulate stations," he said. An agency must be given considerable latitude to meet problems as they arise, he said, and general power must be conferred by Congress with reliance on the expertise of the agency to regulate in accordance with the legislative standards.

Sections 3(h) and 326 of the Communications Act would expressly forbid the FCC from converting broadcasting into a common carrier industry or censoring network programs, Dean Barrow said.

He said networks and affiliates oppose the report's proposed system of forfeitures for FCC violations because they know the FCC is unlikely to enforce a sanction so drastic as revocation of license but that it probably would be more disposed to enforce a more reasonable sanction.

CHANCES NIL FOR ANTI-BMI BILL

Proponents—principally ASCAP and the Songwriters Protective Assn.—of a Senate bill designed to divorce broadcasters from ownership in BMI made a final plea for its passage last Tuesday (July 15).

In so doing, their spokesman, John Schulman, attorney for SPA in a multi-million dollar suit against BMI, heard Sen. John Pastore (D-R. I.) state the bill had no chance because it will hurt "4,000 little fellows." Sen. Pastore, as chairman of the Communications Subcommittee of the Senate Commerce Committee, has been listening to pro and con testimony on the bill at various times since last March [GOVERNMENT, March 17].

The bill (S 2834) was introduced last summer by Sen. George Smathers (D-Fla.) [GOVERNMENT, Aug. 26, 1957]. It would prevent holders of FCC licenses from engaging in the businesses of publishing music or the manufacture and/or sale of phonograph records. Mr. Schulman's testimony last week was offered in rebuttal to statements made by opponents of the bill.

Sur-rebuttal testimony will be given Wednesday (July 23) by Samuel Rosenman, partner in the New York law firm of Rosenman, Goldmark, Colin & Kaye which represents BMI. The hearing will be held in Rm. G-16 of the Capitol.

In attempting to win the one-man subcommittee to his views, Mr. Schulman read a 24-page statement (with frequent interruptions by Sen. Pastore) and entered into the record a 110-page printed supplement to his statement. "The argument of the adversaries of the bill that BMI has created competition and has opened the door to thousands of publishers and writers is entirely fictitious," he maintained.

"The BMI operation has stifled and suppressed any semblance of free competition. There is a small coterie of BMI affiliates who do very well but this is only because they feast on subsidies paid to obtain preferences for BMI music."

It is clear, Mr. Schulman stated, that proponents of the Smathers bill "advocate only a full and free opportunity for the public to hear music of every kind and that the public be permitted to choose freely what it likes from what it hears. We urge the enactment of a rule of conduct to eliminate those conditions which have provided an incentive to use the BMI label as a passport for priority in the broadcasting of music.

"The supporters of S 2834 have already demonstrated that the broadcasting industry has employed its licensing privilege to promote its BMI music and to relegate other music to a secondary position. . . . To say broadcasters had no motive to push BMI music is ridiculous. They pushed BMI music to force down the costs of other music."

Mr. Schulman maintained that his printed supplement, based he said on promotions, booklets and policy statements of BMI, the networks and broadcasters, offered documentary proof of broadcasters' plans to push BMI music. "It demonstrates that the broadcasting industry through BMI dominates the recording as well as publishing phases of the music industry and that the network ownership of recording companies looms large in this domination," he said. "It discloses that the broadcasters proceed on the theory that 'the public selects its favorites from the music which it hears and does not miss what it does not hear'." This latter statement was made in a 1940 BMI booklet, Mr. Schulman said, as he passed the booklet up to Sen. Pastore.

He also cited this resolution passed by the NAB New England district several years ago: "Be it resolved that the broadcasters of the First District urge upon its members further and continuing efforts to promote the popularity of BMI music by all means at their command." "In the light of the evidence, the statements by representatives of the networks and of the broadcasting stations that they are totally indifferent to the question whether music is labelled BMI or ASCAP, or that they have no incentive to push BMI music, is incredible," Mr. Schulman said.

Sen. Pastore took strong issue with Mr. Schulman's repeated blanket charges that all broadcasters push BMI at the expense of ASCAP. The senator pointed out that of 4,000 broadcasters, only 600 own BMI stock. "If you talk of the influence of BMI over the networks and their stations that they own, I can understand that. If you talk to me about BMI and the people who own the stock in BMI, I can understand that," the Rhode Island Democrat said.

"But, what has that got to do with the hundreds upon hundreds of these small stations who have no connections with BMI? This bill reaches them. . . . You are putting the compulsion upon broadcasters who have no connection . . . ," the senator continued.

"Now, I know who you are trying to get after. You are trying to get after NBC and CBS and the stations they own. But you are throwing every little Tom, Dick and Harry into this soup. That is the thing that disturbs me."

"Senator, every little Tom, Dick and Harry has thrown himself into the soup," the witness countered in complaining he was not being given a chance to answer.

"No, he has not," Sen. Pastore emphasized. "The little fellow in Rhode Island is trying to make a living. . . . You are making him an awful, mean, nasty man because he belongs to the broadcasters association. . . . You are amusing. . . . Let us be practical about it. Your bill is reaching out to 4,000 little guys, 4,000 little fellows. . . .

"I know what your problem is and I think I know what you are getting at, but this bill that is in here is not doing it. . . ." Sen. Pastore, who has been the only senator sitting for a large majority of the lengthy hearings, said previous evidence has been on the part of broadcasters.

"Nobody has asked these broadcasters: Why do you pass resolutions that you will promote BMI music?" Mr. Schulman countered. "These people come in and they say that [no pressure to play BMI music] and then they go out and they vote to support

WHK

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FInancial 6-7640

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Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

BMI. Now, at which time are they telling the truth?"

Sen. Pastore and the witness agreed wholeheartedly on one point—the need for an overhaul of the Communications Act and its "whole administration."

Mr. Schulman completed his testimony by putting the broadcaster in a "unique category" with "trustees and other fiduciaries who may not deal solely in their own interests." As licensees enjoying the privilege of operating a radio station, they cannot insist upon participating in any enterprise they may desire, he said.

House Committee Airs Federal Aid for ETV

Two days of hearings were held last week by the Communications Subcommittee of the House Commerce Committee on a Senate-passed measure which would appropriate up to $1 million to each state and territory for educational television.

The bill, S 2119, introduced by Sen. Warren Magnuson (D-Wash.) and co-sponsored by Sen. John W. Bricker (R-Ohio), was given unanimous Senate approval late in May [AT DEADLINE, June 2]. A member of the House committee predicted it also would receive approval by that body before the 85th session of Congress adjourns.

Hearings by the House group were strikingly similar to those held by the Senate Commerce Committee [GOVERNMENT, April 28], with only the Dept. of Health, Education & Welfare and the Budget Bureau again expressing opposition. In a June 30 letter to the House committee, HEW maintained that etv is doing very well on its own while still in the developmental stage.

"We have no indication that a federal program is necessary to assure continuing development of educational television, or that there is an inability to finance . . ." the present etv system, HEW wrote. The department claimed the government could best assist etv by continuing the reservation of etv channels, by encouraging uhf and through study and research.

Just as he had earlier told the Senate committee, FCC Comr. T.A.M. Craven said the Commission has no "special competence" as to whether federal money should be used for etv. "The competence of this Commission goes to the allocation of television channels for educational broadcasting," he said.

Rep. Stewart Udall (R-Ariz.) and Rep. Hale Boggs (D-La.), both authors of House bills (HR 12177 and HR 13297, respectively) similar to the Magnuson measure, testified on behalf of the proposed federal etv subsidy. A third House bill (HR 13407) accomplishing the same purpose was introduced Tuesday (July 15) by Rep. Torbert H. MacDonald (D-Mass.).

Other witnesses who testified last week in favor of the Magnuson bill were Raymond D. Hurlbert, general manager of the Alabama Educational Tv Commission; Leonard H. Marks, counsel for the National Assn. of Educational Broadcasters; Frank Schooley, NAEB president; Dr. William Brish, Hagerstown, Md., superintendent of schools; Robert W. Pharr, executive secretary, Tennessee Educational Tv Commission; Paul W. McIlhenny, secretary, Greater New Orleans Educational Tv Foundation, and Dr. William Tudor, Southern Illinois U.

Statements by Frank Rose, U. of Alabama president, and Franklin Bouwsma, executive secretary of Detroit Educational Tv Foundation (WTVS [TV]), were entered into the record. Many of last week's witnesses also testified during the Senate hearings in April.

Celler Assails Ban On Hard Liquor Ads

The self-imposed ban of hard liquor advertising by the broadcasting industry has been termed "timid, pusillanimous and myopic" by Rep. Emanuel Celler (D-N.Y.). The congressman never one to mince words in the past, gave his views on the subject in a recent exchange of letters with Harold Fellows, NAB president.

Mr. Fellows began the exchange, as a matter of routine course, when he sent a copy of the fourth edition of the NAB Tv Code to all members of Congress. "How can television deny the advertising of a legal product which is carried in the newspapers and magazines?" Rep. Celler asked in reply. "Our magazines and newspapers are brought into so-called dry territory. Thus, if you offer the argument that tele-

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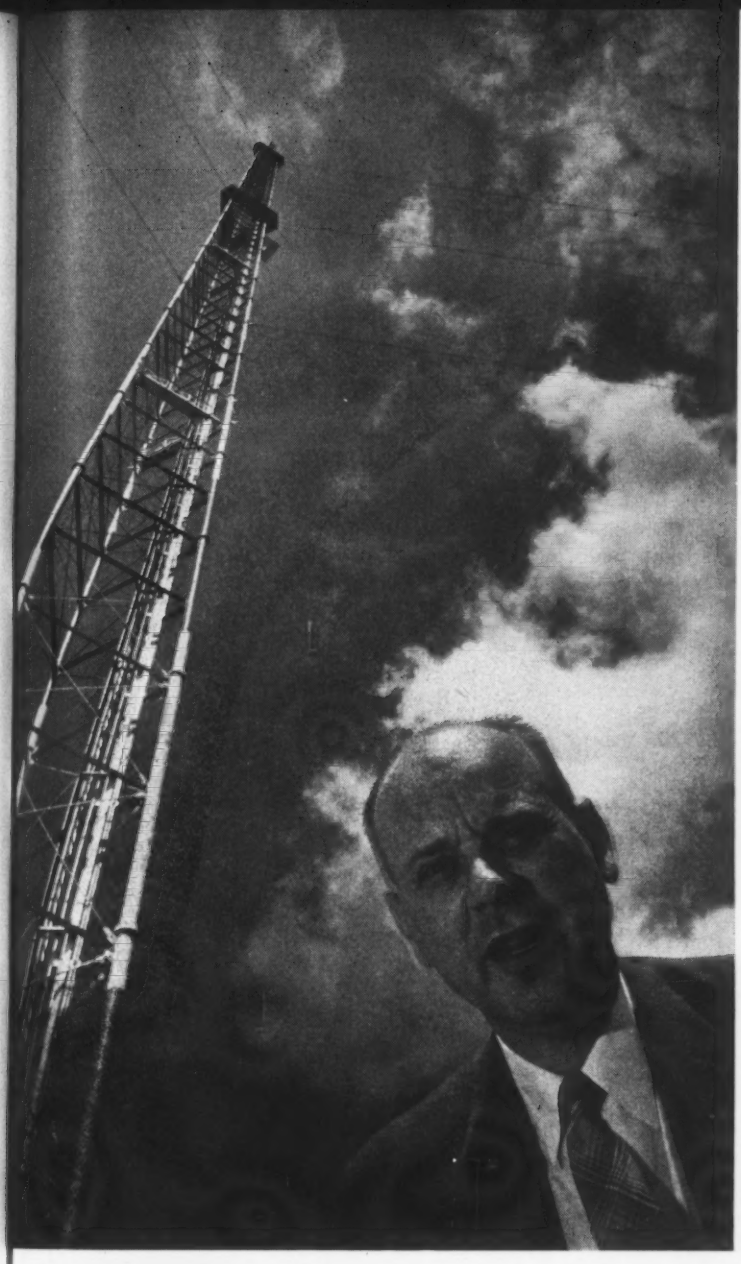
IN TOTAL RATED TIME PERIODS

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY • The Katz Agency, National Representative



The antenna up there is brand new - but we've transmitted from this Dresser-Ideco tower since 1951

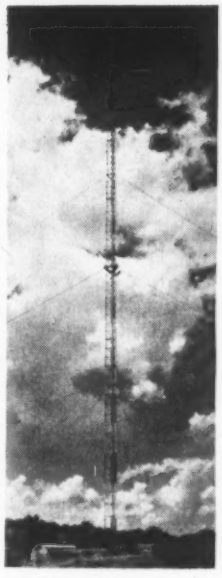
"I'm Bob Holbrook, Chief Engineer for WSB-TV, Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17′.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative, or contact us direct. Write for Tower Catalog T-57.



How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798′ level removed.
6. New steel installed above 798′ level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.

The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.

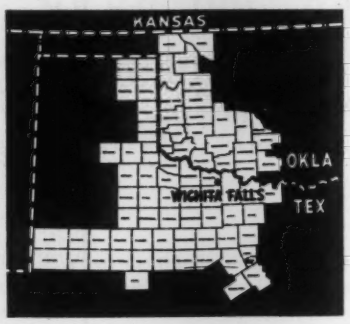
Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-84, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Sell to FARMERS?



HERE'S YOUR MARKET

78,025 FARMS WITH 200 NEW MILLIONS TO SPEND

Just harvested: one of this area's BIGGEST WHEAT CROPS IN HISTORY, plus bumper oat and barley crops. Total value: $200 million in KWFT'S NCS #2 area of Texas and Oklahoma!

HERE'S YOUR NCS #2

KWFT COVERAGE

No. of Counties	77
Total Radio Homes	340,080
Monthly Coverage	124,430
Weekly Coverage	108,300
Weekly Circulation	108,120
Daily Circulation	72,630

KWFT PENETRATION	NO. OF COUNTIES	FARM POP.*
40%-100%	24	78,400
20%- 39%	23	87,600
10%- 19%	27	88,000
5%- 9%	3	22,000
TOTAL	77	276,000

KWFT PENETRATION	NO. OF FARMS#	GROSS FARM INCOME*
40%-100%	21,440	$166,934,000
20%- 39%	25,483	128,927,000
10%- 19%	25,224	171,936,000
5%- 9%	5,878	23,677,000
TOTAL	78,025	491,474,000

* Source: 1958 SRDS Consumer Mkts.
\# Source: 1954 U. S. Census of Ag.

HERE'S YOUR MAN

KWFT FARM-Service Director EARL SARGENT — this area's ONLY full-time farm radio newsman!

CALL YOUR H-R MAN
for availabilities

Radio Station

BEN LUDY
Pres. and Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW at 620 Day and Night

WICHITA FALLS, TEXAS

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

casts or broadcasts would seep into dry areas, your argument will not wash.

"You demand good taste and discretion in beer and wine advertising. . . . There is an unwarranted implication that beer and wine are apart from all other products and must therefore be handled gingerly. It is very difficult for me to follow your reasoning and I, for one, wish to protest."

Mr. Fellows answered that historically a distinction has been made between beer and wine advertising on the one hand, and hard liquors on the other. "Personally, I would agree that such a distinction is not based entirely on logic," the NAB president replied. "Broadcasting . . . merely adopted the mores already established."

In answer, Rep. Celler asked: "Why should your industry be so myopic? . . . Why continue a practice that is illogical? You say that broadcasting merely adopted mores already established. Who established those mores? The broadcasting industry? The temperance societies? Surely not the public.

"In any event, mores change and broadcasting and telecasting must change with the change in mores. Otherwise, your industry puts the dead hand on progress."

Mr. Fellows promised the congressman his views on liquor advertising would be brought to the attention of NAB's board of directors and Tv Code Board.

[In an Oct. 28, 1957, editorial, BROADCASTING pointed out the problems in liquor advertising and called on radio-tv to recognize their legal rights and accept hard liquor advertising. A follow-up editorial was printed by BROADCASTING Dec. 23, 1957.]

Congress Is Exhorted to Curb 'Reckless' Toothpaste Claims

An official of the American Dental Assn. last week urged Congress to extract "reckless claims" made by toothpaste manufacturers in advertisements.

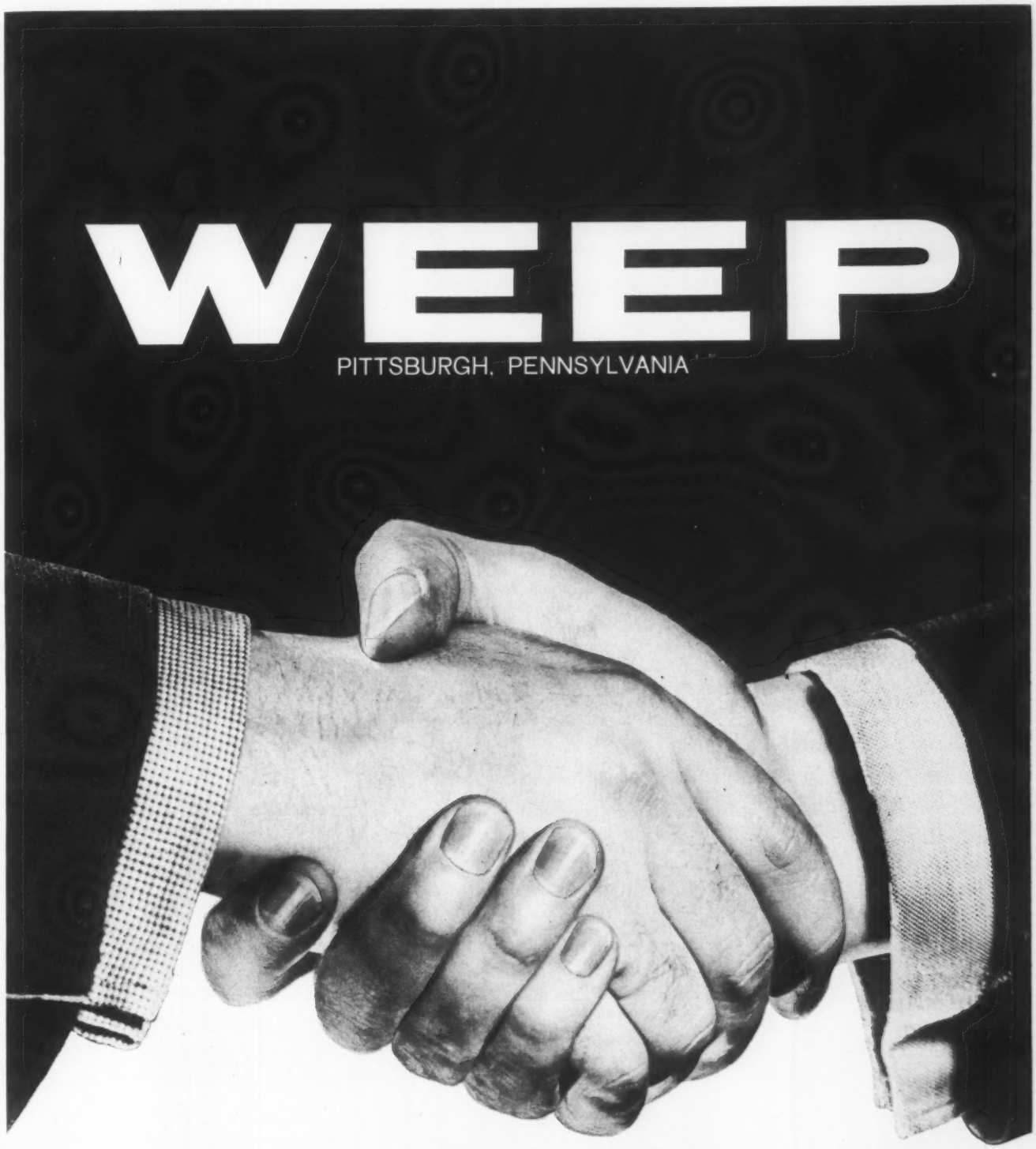
Testifying before the Legal & Monetary Affairs Subcommittee of the House Government Operations Committee, Dr. Sholom Pearlman charged the public is being "grossly misled and flatly deceived" by dentifrice ads claiming the product will prevent tooth decay. Dr. Pearlman is with ADA's Council on Dental Therapeutics.

"The brushing is what counts," he said. "No dentifrice available today has been demonstrated to be of significant value in preventing oral disease." Dr. Pearlman and other dental experts asked Congress to pass legislation which would strengthen the FTC's control of reckless claims in advertising.

The subcommittee, headed by Rep. John A. Blatnik (D-Minn.), has been examining the advertising of dentifrices and actions by regulatory agencies to protect the public.

KCFI Still Faces Hearing

The FCC last week denied a petition by Mass Communicators Inc. for reconsideration of an earlier Commission action which had granted the application of Jane A. Roberts, Cedar Falls, Iowa, to replace the expired construction permit for new KCFI Cedar Falls and which simultaneously returned Mass Communicators' application for



robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

the same facilities. KCFI is to operate on 1250 kc with 500 w, directional antenna, day.

At the same time the FCC denied a motion by Jane Roberts to dismiss the petition of Mass Communicators. KCFI was advised that its application for a license must be designated for hearing. Mass Communicators had alleged that the Jane Roberts' signature on the KCFI application was not genuine. The Commission feels this and other possible issues are as yet unresolved. Comr. John S. Cross dissented, judging that the Roberts' signature was, as the applicant claimed, her own.

WSOC-TV Draws FCC Frown For Programs on Toll Tv Issue

The FCC last week again slapped the wrists of a tv station for allegedly presenting an "entirely one-sided view" of the pay tv controversy. Recipient of the latest letter for anti-toll tv editorials and programming broadcast was WSOC-TV Charlotte, N. C.

However, the Commission said, a review of the station's past performance record does not indicate WSOC-TV has been otherwise remiss in over-all programming and no further redress is contemplated. Earlier, the Commission had called to task several other radio and tv stations for their handling of the pay tv question [GOVERNMENT, June 23, 16, 9].

Comr. T. A. M. Craven dissented to the FCC's action on the grounds the Commission has no jurisdiction over programming.

Programmed
all day long
to an adult
buying audience

WISH
Indianapolis

CBS *Represented by Bolling*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

'Item' Buyer Agrees To Give Up Radio-Tv

The *New Orleans Times-Picayune* and *States*—licensee of WTPS New Orleans and unsuccessful applicant for ch. 4 there in a case still in litigation—has contracted to buy the rival *New Orleans Item* for $3.4 million in a transaction conditioned on the *Times-Picayune* divesting itself of WTPS and giving up its claim to ch. 4.

The proposed sale was revealed by the Justice Dept. last week after the department had given a qualified go-ahead to the sale, submitted to Justice last month for a study of possible antitrust implications. Justice said it does not "presently intend" to take action on the basis of the sale plan described, but reserved the right to act in future if "other evidence or subsequent developments warrant it." The *Times-Picayune* is a morning newspaper and the *States* and *Item* both afternoon.

The *Times-Picayune* applied for ch. 4 in 1952, along with other applicants, and was favored in an initial decision in 1955 [GOVERNMENT, July 11, 1955], but the FCC reversed the examiner and awarded ch. 4 to Loyola U. (WWL-AM-TV [AT DEADLINE, July 16, 1956]. The *Times-Picayune* and WNOE New Orleans, another losing applicant protested and later appealed when their protests were denied. Their appeals were argued before the U. S. Court of Appeals for the District of Columbia last month [GOVERNMENT, June 9]. WWL-TV went on the air last year.

WTPS is on 940 kc with 1 kw day and 500 w night, with directional antenna at night.

Under the proposed terms of the sale, the *Times-Picayune* would offer to resell *Item* for sale to anyone for the same price ($3.4 million, plus $75,000 expenses) for 60 days before assuming permanent ownership.

The buyer also agreed not to re-enter radio or tv broadcasting unless it finds itself under a "substantial competitive handicap," in which case Justice could go to court to determine whether re-entry is justified.

FCC Asked to Modify Proposal For Moves Into 942-952 Mc

Broadcasters and others filed comments at deadline Wednesday on the FCC's proposed rulemaking to move certain fixed stations and other services from the 890-942 mc band into the same frequency band (942-952 mc) now occupied by studio transmitter links (STLs) for standard broadcasts, fm broadcasts and television audio broadcasts [AT DEADLINE, April 21].

NAB voiced concern that the FCC in its proposal has not made any reference to whether the additional services and fixed stations will be assigned so as not to interfere with STL circuits. NAB noted that broadcasters volunteered to move STLs to 942-952 mc from previous assignments in 890-911 mc, 925-940 mc and 940-952 mc for greater utilization of the frequencies vacated, and asked first priority for STLs on a non-interference basis.

The FCC has allocated 890-942 to the government for national defense. STLs operating in deleted bands are permitted to remain, subject to interference from government usage.

WGBH-FM Boston, which has an STL on 941.5 mc, asked the FCC to provide that fm STL stations may transfer from 890-942 mc to 942-952 mc "without satisfying any conditions." WSVA-TV Harrisonburg, Va., which has an STL on 890.5 mc, made the same request.

The U. S. Independent Telephone Assn. said the 942-952 mc band is not enough for its common carrier fixed stations and asked for 840-890 mc (50 mc of the uhf broadcast band) for common carriers except for possible continued use by uhf stations.

Lenkurt Electric Co. asked for 840-890 mc, with a period for amortization.

Lenkurt said tv translator stations and common carriers could share the 840-890 mc band for five years, with only uhf chs. 75-83 affected. Thence uhf translator chs. 70-74 would always be available to broadcasters on a non-interference basis, while common carriers and translator difficulties could be worked out at points where interference would result. In case of interference chs. 75-83 could be switched to one of uhf chs. 50-69, Lenkurt said.

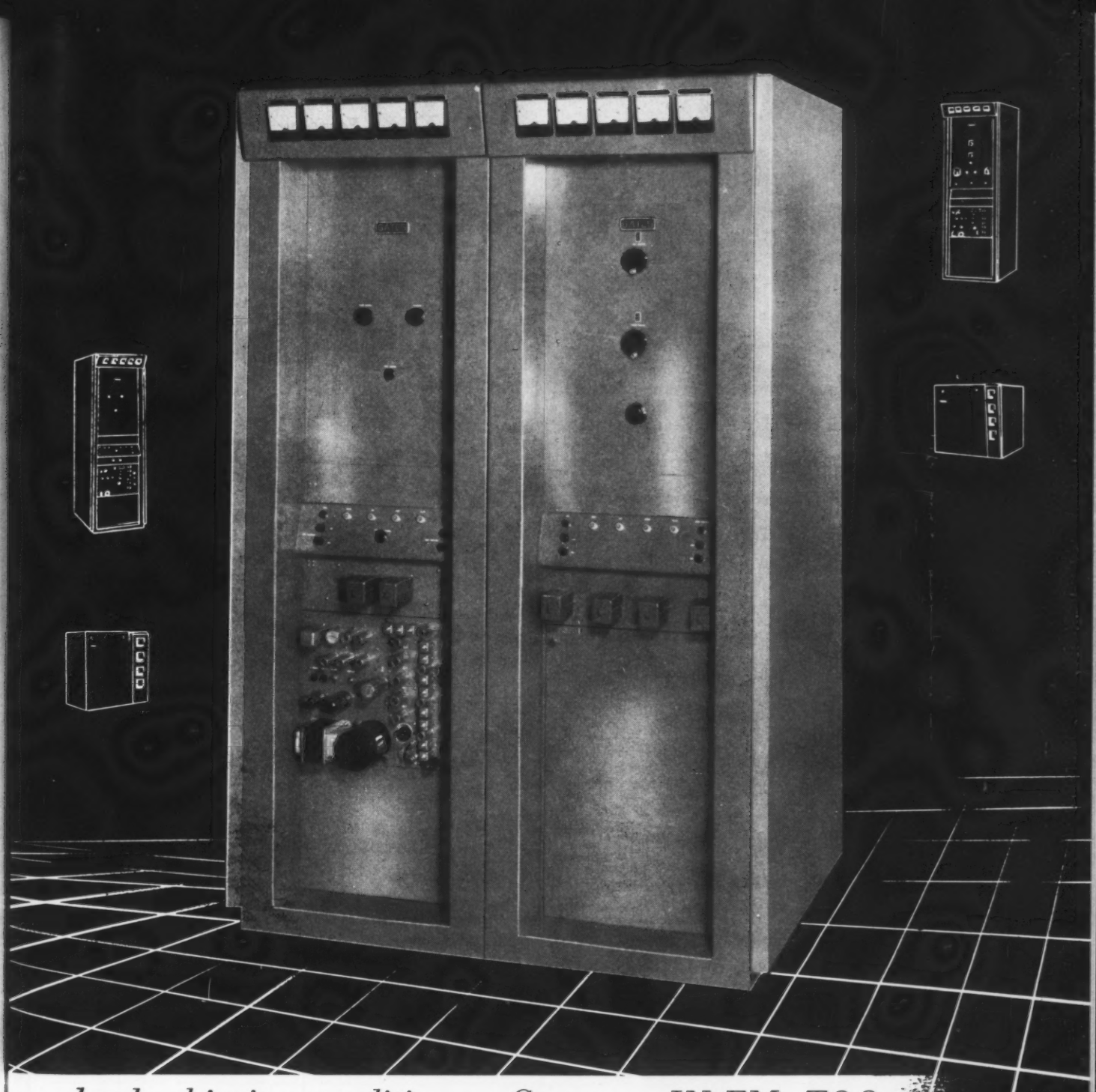
WQED (TV) Gets Second Grant; Ch. 33 Shifted to Youngstown

Pittsburgh became the first city to be allocated two educational tv channels last week, as the FCC amended the tv table of assignments to shift ch. 22 from Clarksburg, W. Va., to Pittsburgh for educational use. The Commission, at the same time, substituted ch. 33 for ch. 73 in Youngstown, Ohio, and ch. 73 for ch. 47 in Pittsburgh. It was specified that WXTV (TV) Youngstown operate on ch. 33 instead of ch. 73, conditioned on issuance of a modified construction permit.

Ch. 13 WQED (TV) Pittsburgh, grantee of a second channel effective Aug. 25, now programs almost 12 hours daily of educational tv and has been in operation since the spring of 1954. WQED requested an additional tv channel, the Commission said, in order to "enlarge its educational program for both classroom and home instruction and for specialized educational service to industries and professions in the Pittsburgh area." There is no bar to a licensee operating two educational stations in the same area and the FCC "feels that a second educational tv channel in Pittsburgh is warranted."

Last month [GOVERNMENT, June 23] WQED asked that ch. 16 be reserved for educational use in Pittsburgh instead of ch. 22 and dark WENS (TV) be ordered to show cause why it should not operate on either ch. 22 or 47 instead of ch. 16 in Pittsburgh, to which WENS consented. The Commission has invited comments by Aug. 25 to proposed rule-making which would put into effect the WQED request. WXTV was instructed to proceed with its plans to inaugurate a fourth uhf in Youngstown on ch. 33.

Comr. Frederick Ford dissented in the Commission action.



leadership is a tradition at Gates . . . IN FM, TOO

Five distinctive and entirely new FM transmitters, 10 and 50 watts, 250 watts, 1000 and 5000 watts, are now available from Gates. These top-quality precision transmitters, built for greater reliability and higher than ever performance standards, include multiplexing equipment as an optional accessory.

Advancing the art of FM broadcasting has been a continuous process at Gates for more than a decade. During this period, the Gates *leadership line* of FM transmitters has become noted for dependable operation and superior workmanship. Pictured above is the new Gates FM-5B 5 kilowatt FM transmitter, representing the industry's finest FM equipment.

Write today for Gates Transmitter Guide, giving detailed specifications on each FM transmitter. Yours for the asking.

GATES

GATES RADIO COMPANY — QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA

In Canada, CANADIAN MARCONI COMPANY

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,727,100
Families	531,200
Retail Sales	$2,076,120,000
Effective buying Income	$2,852,363,000
Source	1958 Survey of Buying Power (Sales Management)
Number TV Homes	398,800
Source	Neilsen Coverage Service No. 2

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Economic Considerations Noted By FCC Following Court Edict

The FCC has lost no time in applying to its decisions the precedent-setting new philosophy of economic injury embodied in a July 10 court order.

On July 9 the FCC announced its decision affirming grants of ch. 12 to WJRT (TV) Flint, Mich., and permitting WJRT to modify its construction permit [GOVERNMENT, July 14]. The next day the U. S. Court of Appeals for the District of Columbia issued its order remanding to the FCC that agency's grant of a new am station (WWCC Bremen, Ga.) despite a protest on economic injury grounds by WLBB Carrollton, Ga., 12 miles away [LEAD STORY, July 14]. In its order the court held the FCC must consider whether the economic impact of a proposed new station on an existing competing station would impair service to the public.

When the FCC released its decision on the WJRT modification grant last Wednesday (July 16), it amended its decision in the light of the court ruling. But the consideration did not affect the ultimate FCC decision, the Commission saying that even if two protesting tv stations would have to leave the air as they claimed, "we believe the net effect on the public interest would not be adverse." The FCC, however, changed its mind about denying a petition by WWTV (TV) Cadillac for limited reopening of the record and accepted more data by WWTV on its operation before disposing of the case.

Witnesses in 25-890 Mc Case Must File at FCC by Oct. 1

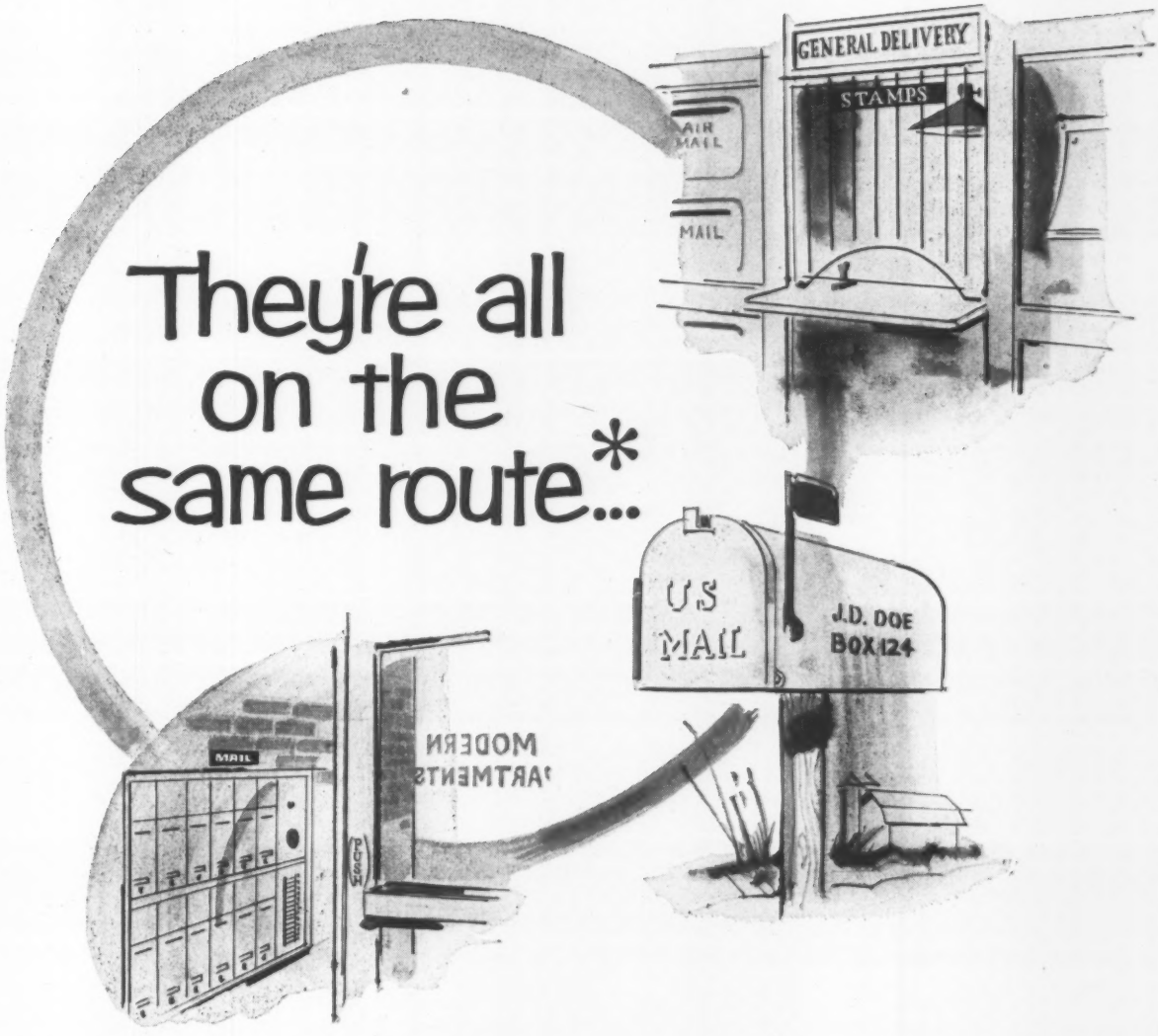
Witnesses seeking to testify before the FCC in a reappraisal of all spectrum allocations between 25-890 mc must file a notice of appearance and detailed outline of testimony by Oct. 1, the Commission announced last week.

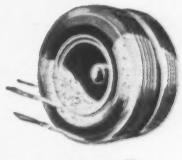
The inquiry was begun over a year ago [AT DEADLINE, April 8, 1957] to obtain data of assistance in future allocations of non-government services operating in that band. This includes fm and tv broadcasting, auxiliary broadcast services, marine, aeronautical, public safety, industrial, amateur, transportation and other users.

The Commission said a large number of comments have been filed with a large majority of those making comments also wanting to testify in person. Individual industries were asked, wherever possible, to consolidate their testimony into a minimum number of witnesses. Dates for the hearings will be announced as soon as possible after Oct. 1, the Commission said.

FCBA Asks Comment Extension

The Federal Communications Bar Assn. last week asked the FCC to extend to Sept. 26 its deadline for comments on proposed rulemaking which would place surviving applicant after merger or payment back into processing line [AT DEADLINE, June 30]. Comments currently are due July 28. Under present rules, surviving applicant following merger is provided protection against other applicants applying for the same facility.



. . . in the New America, where the wheels that go everywhere  **enable you to live, shop and do business wherever you please!**

*"Today 70 percent of our post offices can not be reached directly by train connections."—Postmaster General, before the 1957 Annual Meeting, U. S. Chamber of Commerce.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE

Fund for Republic Earmarks $4 Million for Six-Ply Study

The Fund for The Republic will spend $4 million over the next three years starting last June 1 in its study of six major institutions (one of which is mass media, television for now) and their impact on individual freedoms in this country.

The fund's president, Robert M. Hutchins, in announcing the allocation today (July 21) said that at the end of the three years the fund expects it will have spent all of the $15 million in grants from the Ford Foundation since the fund's formation in 1952.

Mr. Hutchins' announcement was made concurrent with release of a report covering two years of fund activity ending May 31 of this year and a cumulative balance sheet since 1952.

In effect, the Hutchins' announcement extends the study into the six institutions and its probing of television's effect on the American society. A year ago, the fund's board of directors, after a year of discussions, consultations and committee reports, decided to concentrate for a year on the "basic issues underlying civil liberties and civil rights."

A 10-member committee of consultants on the basic issues [title of group] has been directing this study.

The mass media study was announced late last year [GOVERNMENT, Dec. 23, 1957], and in April a broadcasting status report on the fund's activity in the study of the tv medium pointed out that among the subjects to be explored were these: a governmental study (particularly in reference to FCC policies), a study of toll television, an examination of audience rating systems, a review of tv advertising acceptance policies, and still others covering aspects of the broadcast structure.

First result of the fund's enterprise in tv was a report—written by Herbert Mitgang of the *New York Times* as corollary to the mass media project—on the Khrushchev telecast by CBS-TV, treating the issue as one of "freedom to see." [NETWORKS, April 21].

This was followed by sponsorship with ABC-TV of a special 13-week series, *Survival and Freedom*, featuring interviews by Mike Wallace with prominent Americans. The tv series has been covering various aspects of the six institution project.

Disclosed in the report was the fund's observation that it was ABC that "asked the fund to join with it in presenting discussions of the basic issues on television."

The report noted that in addition to the pay tv report, an analysis of the effects of audience rating systems on tv programming is being prepared by a *Business Week* staff writer, J. E. Patterson.

In its study, views of executives of all the networks were sought on the role of tv in a free society. Meetings also have been held with newspaper critics, tv producers, lawyers and "others interested in this field."

Among the newsworthy projects touching on tv since the fund's six-year existence was a study of blacklisting in the motion picture, tv and radio fields for which $139,090 was appropriated; the Robert E. Sherwood Television Awards, an annual event, for which $218,062 has been appropriated and $39,074 remains.

Specific sum allocated for the mass media study is $245,000, of which $225,579 remains.

Non-Appearance of Competitor Brightens Corwin Uhf Chances

A hearing was held and the record closed last week in the contest for ch. 34 in Los Angeles, with only one of the two contestants, multiple station owner Sherill C. Corwin, appearing for the hearing. The indications are that Mr. Corwin will thus be awarded the uhf facility by default, it was understood.

The other party, partners Frederick Bassett and William E. Sullivan, failed to show up in person for hearing. They submitted written statements, only part of which Examiner Basil F. Cooper allowed to be entered in the record, thus leaving the record incomplete in their behalf on a number of issues.

Mr. Corwin owns KBAY-TV San Francisco and KPAX (FM) San Bernardino, both California; 15% of KAKE-TV Wichita, Kan.; 10% of KPRO Riverside, KROP Blythe, KYGR Brawley and KREO Indio, all California.

Mr. Sullivan, former announcer at several midwestern radio stations, a few weeks ago asked the FCC to deal more harshly with uhf permittees who are reluctant to build their stations [GOVERNMENT, June 2].

KGMS Asks Ch. 12 Switch

KGMS Sacramento, Calif., has proposed to the FCC that ch. 11 be assigned to Chico, Calif., in lieu of ch .12 (held by KHSL-TV) so that ch. 12 can be utilized as the third commercial vhf outlet in Sacramento. The FCC recently deleted a construction permit held by KGMS for ch. 46 in Sacramento. In a petition to the Commission, reports KGMS, the station had stated that plans to build a tv station on ch. 46 "had to be abandoned when it became obvious that a uhf station cannot compete in the same area with vastly superior vhf channels."

KRAK, WIBG Powers Boosted

The FCC has adopted an initial decision granting KRAK Stockton, Calif., a power increase from 5 kw to 50 kw with its night-only directional antenna to be changed to one with a different pattern for day and night. KRAK is on 1140 kc.

The Commission also granted an increase of daytime power to WIBG Philadelphia, from 10 kw to 50 kw. WIBG is on 990 kc with 10 kw, night, and a directional antenna with a different pattern for day and night.

KOBY Wants KOFY Changed

KOBY San Francisco last week repeated a request made last April asking the FCC to require that the call letters of KOFY San Mateo, Calif., be changed because of confusion of the call letters among listeners and others. KOBY submitted copies of three misaddressed envelopes as proof.

No question about results when you buy KJEO-TV. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

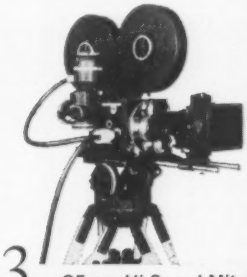
7 reasons why Mitchell is the world's leading source for motion picture cameras

For over 35 years, Mitchell has held a unique reputation as *the world's leading source* for the finest in motion picture equipment. The reason — only Mitchell designs and manufactures a line of cameras to meet such a broad range of demanding professional filming requirements. Today Mitchell produces 35mm and 16mm cameras; 70mm 2¼ x 2¼ high speed cameras; and 70mm, 65mm and double frame aperture 35mm cameras.

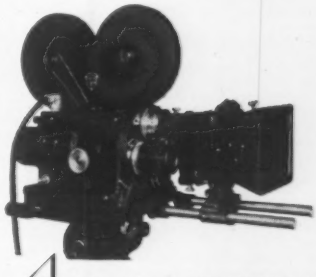
There's a Mitchell camera designed to meet your requirements — write for information today.

1 35mm Studio BNC Mitchell

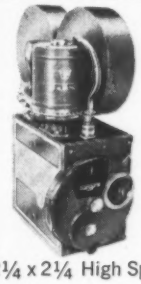
2 35mm NC Mitchell



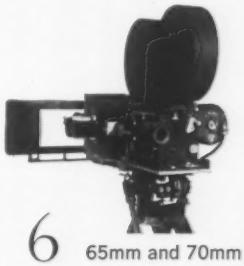
3 35mm Hi-Speed Mitchell



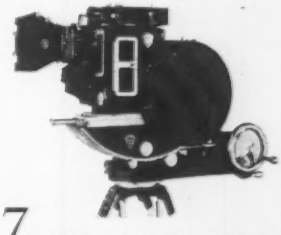
4 16mm Professional Mitchell



5 70mm 2¼ x 2¼ High Speed Mitchell



6 65mm and 70mm Mitchells



7 35mm Vista-Vision Mitchell

***85% of Professional Motion Pictures Shown Throughout The World Are Filmed with Mitchell Cameras**

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
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6 to 60

Sell 'em All

with

RADIO RAHALL

Colorful news reporting, plus music for every mood by top personalities . . . that's why Rahall Stations appeal to every age group 6 to 60. All top Hooper and Pulse stations that give you lowest cost-per-thousand impressions.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Beckus and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davis, Gen. Manager

National Advertisers Again To Be Featured at RAB Clinic

The profitable use of radio by national advertisers will be the theme highlighted for the fourth straight year when Radio Advertising Bureau presents its annual National Radio Advertising Clinic at the Waldorf-Astoria in New York, Nov. 18-19.

Use of radio and the results obtained will be discussed by eight top level executives of important national advertisers, a procedure followed in the past four years.

Tentative plans for the clinic were announced last week by RAB President Kevin B. Sweeney who estimated more than 500 business executives from advertising agencies and advertiser firms will attend.

The schedule also includes a luncheon meeting and a prominent speaker on opening day and creative sessions conducted by writer-producers from several advertising agencies. A breakfast meeting on the next day (Nov. 19) will be designed to brief time-buyers and radio station people on new developments in radio and the strength of its position among competing media. The single social event will be a cocktail party on opening night.

Tv Crime Hits All-Time High, NAFBRAT L. A. Survey Claims

There were 223 killings in tv programs on the seven Los Angeles tv stations before 9 p.m. May 3-9, the National Assn. for Better Radio & Tv there reports.

The figure is part of the NAFBRAT evaluation committee's computation for its eighth annual study of children's radio-tv programs. "More crime and brutality is being televised today than ever before," the study says. Tabulation of tv crimes for the survey week as monitored by the evaluation committee include 161 murders, 60 "justifiable" killings, 2 suicides, 192 attempted murders, 83 robberies, 15 kidnappings, 24 conspiracies to commit murder, 21 jailbreaks, 7 attempted lynchings, 6 dynamitings, 11 extortions, 2 arson cases and 2 instances of physical torture.

In comparing its May 1952 survey with the current one, NAFBRAT reports that the NBC Los Angeles outlet televised nine killings as against this year's 45. NAFBRAT adds that, "The three network stations account for 61% of the deaths tabulated in our survey for 1958 (compared with 39% for the four independent stations)."

BPA Committee Heads Named, 15 Added to Association Roster

Key appointments and membership increases among stations and allied organizations were announced for the Broadcasters' Promotion Assn. Tuesday by Elliott W. Henry, promotion-press information director of ABC Central Div. and BPA president.

Robert Moran, WBEL Beloit, Wis., BPA board member, was chosen convention site chairman and will select a committee to consider bids for BPA 1959 and 1960 annual conventions. Byron Taggart, WFLA-AM-TV Tampa, Fla., was named southeastern membership chairman, and Dean Faulkner, KOA-AM-TV Denver, chairman of the Rocky Mountain regional membership drive. James G. Hanlon, publicity director of WGN-AM-TV Chicago, was named publicity director for BPA.

Mr. Henry also announced the addition of 15 new BPA U. S. and Canadian members since June 1, giving the organization an increase of 40 since Jan. 1. Joining are Mrs. Winona Portwood, WFAA-AM-TV Dallas, Tex.; Martin Olson, WDSM-AM-TV Duluth, Minn.; Mike Lannon, WRCA-TV New York; Charles E. Larkin, KTUL-AM-TV Muskogee, Okla.; Don Davis, KMBC-AM-TV Kansas City, Mo.; Al Knott, WLAC-TV Nashville, Tenn.; William S. Allen, CJVI Victoria, B. C., Canada; Phil Baldwin, CKWX Vancouver, B. C.; Kenneth C. Arsden, CFRB Toronto; Bev Mannix, CFAC Calgary, Alta.; W. E. McNabb, CJCA Edmonton, Alta., and Gordon N. Walker, CKRC Winnipeg. Others from allied groups are Marvin L. Saltzman, Media Agencies Clients, Los Angeles, Calif., and S. Jay Reiner, the S. Jay Reiner Co., N. Y.

The BPA membership roster, updated and revised to July 15, was being mailed to members last week, showing alphabetical, state-by-state breakdowns of names and affiliations of voting, associate and affiliate members.

UPCOMING

July

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.

Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.

Aug. 24-26: Georgia Broadcasters Assn., St. Simons.

Aug. 25-29: American Bar Assn., Los Angeles.

September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.

Sept. 5-6; Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 8-9: RAB Regional Management Conference, Rickey's Studio Inn, Palo Alto, Calif.

Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.

Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.

Sept. 15-16: RAB Regional Management Conference, The Greenbrier, White Sulphur Springs, W. Va.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 23-24, Shoreham Hotel, Washington, D. C.

"Ad Age is 'required reading' for broadcast-minded admen."

says **PHILIP L. McHUGH**
Vice-President/Television and Radio
Campbell-Ewald Company

"Ad Age's coverage of radio and television, a vital segment of the advertising profession, is 'required reading' for anyone keeping abreast of current radio and television activity."

Whether they look for *close-ups* of particular media, or *long shots* of marketing trends, admen know they'll find full coverage of both their special and general interests in Ad Age. That's why most of the executives of importance to you—those who *influence* as well as those who *activate* today's broadcast decisions — consider Ad Age "required reading."

The Campbell-Ewald Company, for example, ranks among the top fifteen agencies in broadcast advertising, with radio-tv billings totaling $25,000,000* in 1957—a $4,000,000 increase over the preceding year. Among its important broadcast accounts are Hertz Rent-A-Car System, The Kroger Company and such divisions of General Motors Corporation as Chevrolet Motor, Delco-Remy and United Motors Service.

Every Monday, *106 paid-subscription copies of Ad Age* help Campbell-Ewald executives keep abreast of the news and developments affecting them. Further, *69 paid-subscription copies* reach the offices and homes of advertising and marketing professionals of the companies mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies — and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Magazine 1957 Report.*

PHILIP L. McHUGH

A 20-year veteran of broadcasting, Mr. McHugh's background includes both network and agency experience. His first taste of radio came while a student at Notre Dame University, where he wrote, directed and announced programs for the campus station. In 1938, he joined the Columbia Broadcasting System in New York as an apprentice, and within a few months was promoted to associate director on the network's staff. From 1939 until he accepted a commission in the U. S. Navy in September, 1941, he was the director for a score of sustaining radio shows, and also was assigned as associate director on several commercial programs.

After World War II, Mr. McHugh returned to CBS, but in 1950 he switched to the agency business as a radio-tv director at the Tracy-Locke Co. in Dallas. He joined the Campbell-Ewald Co. (Detroit) in 1954, as head of that agency's tv-radio department, and within four months was advanced to vice-president. Outside the broadcasting field, Mr. McHugh's interests include flying and horseback riding.

ABC ABD NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

affaire d'amour

A month long study by Pulse, Inc. has revealed that KDUB-TV possesses latch-keys to 7% more women viewers (per 100 viewing homes) than the other single competing channel. Add this to KDUB's 25% greater coverage and you have the scandulous advantage.

KDUB set count: 161,084

KDUB stations: 326,027

KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

New York Tv City Plan Offered By Stark at AFTRA Session

A proposal to build a Television City in New York as part of a Title I slum clearance project was made last Thursday by the New York City Council President Abe Stark at the opening of the 21st annual convention of the American Federation of Television & Radio Artists in New York. He cited the employment that would be provided thousands of New Yorkers by such a project.

Mr. Stark's remarks, delivered at the outset of AFTRA's four-day meeting of more than 150 delegates throughout the country, were reported to embody the first reference to the establishment of a Television City in New York under Title I of the National Housing Act of 1949.

A spokesman for Mr. Stark later explained to BROADCASTING that in the past a television city has been hampered because of the inability to acquire ample space in New York. Under Title I, he said, the city could acquire slum land, sell it to a private developer at a lower price, with the federal government absorbing two-thirds of the loss and the city one-third. As part of the slum clearance project, the spokesman said, certain light industry can be incorporated into the residential development. He cited as examples such realty developments in New York as the Coliseum, the Lincoln Square Center and a projected Bowery housing-light industry project.

Mr. Stark called upon a committee of the broadcasting industry to meet with city officials on his proposal.

Aside from Mr. Stark's talk, the opening day of AFTRA's convention was devoted to closed-door meetings, a dinner and a session of the union's national board. An open session was scheduled for Friday for discussions of various industry developments, including videotape, pay television, educational tv and foreign usage of kinescopes.

At Saturday's session, delegates were expected to forward their suggestions on conditions to be included in AFTRA's upcoming contract negotiations with radio-tv networks, transcription companies and advertising agencies. These pacts expire on Nov. 18. The annual election of officers was slated for Saturday. Presiding at the convention was Clayton (Bud) Collyer, president.

SAG, AFTRA Exchange More Salvos on Videotape

The tug-of-war between the American Federation of Television & Radio Artists and the Screen Actors Guild over videotape jurisdiction continued last week as the unions issued memoranda to members and the newsmen on their positions.

SAG stated "the real argument" lies in new "solely tape" studios, as SAG, by contract, has jurisdiction over film studios and AFTRA over networks and stations. SAG claimed it has offered to settle "this narrow area of disagreement" by committee talks between the two unions or by submitting it to arbitration to the AFL-CIO [PERSONNEL RELATIONS, May 26]. SAG charged AFTRA rejected both proposals.

SAG's statement brought a prompt rejoinder from Clayton (Bud) Collyer, AFTRA president. He contradicted SAG's claim that agreement existed between the two unions in all but a part of the videotape field. He pointed out that AFTRA has "protested strongly to the National Labor Relations Board the unilateral action taken by the guild in negotiating videotape commercial contracts with film producers and advertising agencies." Mr. Collyer added that the actors themselves should decide which union should represent them in all videotape work.

AFTRA has petitioned the NLRB to hold an election among actors for a single union to represent them in videotape. SAG, networks and advertising agencies have voiced opposition to the petition. An NLRB examiner currently is studying briefs from both AFTRA and SAG and is expected to make a ruling within the next few weeks.

MGA to Renew Battle With AFM In Vote on Independent Studios

Musicians Guild of America, winner of the right to represent musicians employed by the major motion picture studios in an NLRB election in which this new union was opposed by the veteran American Federation of Musicians [PERSONNEL RELATIONS, July 14], tangles with AFM again tomorrow (July 22) at an NLRB hearing on MGA's petitions for an election among musicians employed by independent motion picture companies.

Cecil Read, MGA chairman, last week held preliminary conversations with Charles Boren, labor relations vice president of Association of Motion Picture Producers. Formal negotiations between MGA and AMPP are expected to begin this week, following NLRB's official certification of the election returns.

Mr. Read organized MGA after his attempts to reform the AFM trust fund policies led to his expulsion from that union (he had been vice president of AFM Local 47 in Hollywood) and in a court battle had encountered numerous delays [PERSONNEL RELATIONS, March 31]. Following MGA's success in winning the right to serve as bargaining agent for the major studio musicians Mr. Read plans to challenge AFM for representation of musicians employed by the radio and tv networks, phonograph recording companies and television film producers, all of whose AFM contracts expire around the first of next year. "We expect to obtain elections and to win them, first in Los Angeles and then in other parts of the country, wherever professional musicians are employed," he stated.

OPPORTUNITY—YOUNG DISC JOCKEY

5000 Watts Midwest Metropolitan Station Needs Young, Livewire Disc Jockey for 10 p.m. to 2 a.m. Request Show. Send Tape, Background, Age and Picture to: Box 200F, BROADCASTING.

CBC IN HOLE $5 MILLION ON TV

Despite the highest commercial revenue in its history, the Canadian Broadcasting Corp. showed a deficit of almost $5 million in its report to the Canadian Parliament. The report showed radio broadcasting and integrated services operated at a profit of $180,201, while television had a deficit of $5,148,676, for the fiscal year ending March 31, 1958. The record total revenue was $28,410,514.

The CBC's income and expense account this year is shown on a gross rather than the net basis of previous years. The report points out that "in the opinion of the board of governors [of the CBC] and the auditor-general of Canada, the gross basis more properly reflects the manner in which income is derived and expenses—agency and network commissions, payments to private stations and direct production costs—are incurred."

Improved program fare, extended coverage in both English and French and the attendant higher payments to the growing number of private stations last year brought gross operating cost of the tv service to $58,070,145, compared with $46,581,000 in the 1956-57 fiscal year.

Income for tv service totaled $54,762,745 in the 1957-58 fiscal year, consisting of grants from Canadian Parliament of $28,098,332, commercial revenue $26,380,672, broadcasting license fees from private stations $118,500, investments and miscellaneous income $165,241.

In radio, income amounted to $15,804,471, consisting of grants from Canadian Parliament of $13,078,849, commercial revenue $2,029,842, broadcasting license fees from private stations $335,122, investments and miscellaneous income of $360,658. In radio gross operating expenses increased to $15,188,827 from $14,814,000 in the previous fiscal year.

The grants from Parliament include statutory grants and revenue received by the Canadian government from the 15% excise tax on radio and tv receivers and tubes. The statutory grants were up $6,095,331, while the revenue from the excise tax was down $2,091,179, to $16,831,850. This was due to a near saturation of tv receivers in major markets, although radio set sales last year were the highest on record, with more than 720,000 sets sold by Canadian manufacturers.

In the expense statement for the combined radio and tv service, $4,790,221 went to agencies and networks as commissions as against $3,846,158 the previous fiscal year; private stations received for carrying commercial network shows $4,089,174 ($3,465,287 in the previous year), and the CBC commercial department cost $836,987 ($730,625 in 1956-57). The largest expense was programming, $42,491,864, up from $36,860,090 the previous year. Engineering cost $11,410,983, network transmissions $4,612,670, administration $2,760,427, information services $1,059,800, interest on loans and amortization $1,206,846.

The report pointed out the CBC's working capital dropped from $15,238,000 at March 31, 1957, to $5,320,000 at March 31, 1958, to meet operating and capital needs. As a result, day to day financing has become difficult "because the nature and size of CBC commitments require a larger working capital," the report states.

The CBC told the Canadian Parliament that "expenditures increased because of the larger number of stations to which service was provided; because of the improvement in the quality of programs; because of increased payments arising from collective bargaining agreements; extension of microwave service and the strengthening of the organization to meet the heavy demands upon it. Total costs are still well within range of the $15 per television family per year, four cents a day per family, on which the CBS originally stated that a national system could be set up and maintained."

The book-size report dealt in detail with radio-tv programming in both English and French, the amount of live programming done at the main program centers of Toronto and Montreal, expansion of tv program production centers to Winnipeg, Vancouver and Halifax, election and political party convention coverage, the 20-hour coverage of last year's visit of Queen Elizabeth and Prince Philip to Ottawa which required four months of detailed planning, coverage of sporting events and development of the microwave network across Canada. Reference was also made to the export of CBC tv programs to the U. S., Australia, and Great Britain.

The report stated that "a number of advertisers supported Canadian television productions for national network distribution although in most cases it cost them a good deal more than if they had imported programs from the United States."

It also referred to CBC taking "some tentative and experimental steps toward gaining some non-network commercial business," in line with recommendations of the Royal Commission on Broadcasting of 1956. It emphasized that "despite the sustained rise of interest in television, the Canadian public was continuing to do a great deal of listening to radio, especially in the daytime hours."

Brown Becomes Director of RFE

Appointment of Thomas H. Brown Jr. as director of Radio Free Europe has been announced by RFE President Willis D. Crittenberger (Lt. Gen., USA, ret.). Mr. Brown has been with RFE since 1951 as assistant director. Formerly he had been with Dancer-Fitzgerald-Sample and was vice president of C. E. Hooper Inc. He succeeds the late J. Convery Egan. In another RFE appointment last week, Deputy European Director Erik Hazelhoff, former NBC-TV director of network sales and writer-producer, was named European director succeeding Richard J. Condon, resigned.

There's still time to score with "TOUCHDOWN" SESAC's

fast-moving, 13 week football package

$55.50

Featuring 13 quarter-hour shows packed with gridiron drama. Over 100 rousing band selections from the SESAC Transcribed Library on high-fidelity 16" ET's. Music that fits all types of sports and news shows all year long. Order Now or send for sample script and audition disc.

SESAC, INC.

SESAC INC.
10 Columbus Circle,
New York 19, N. Y.

☐ Send prepaid, SESAC's "Touchdown Package"
☐ Please send sample script and disc

Name & Title
Call Letters
Address
City
State

WKBW Gets July 4 Independence

On July 4, WKBW Buffalo, N. Y., celebrated its independence from NBC affiliation and began programming a music and news format that the station calls "Futur-Sonic Radio." Dick Lawrence, program and promotion director, announces that the change eliminates nearly all of the old network and local shows. Four new d.j.'s form the base of the new programming.

WKBW conducted a three-week promotion campaign to announce its approaching independence. Advance notice was given in fliers inserted in imitation giant firecrackers which read, "It's Hot! Friday, July 4th, Is Independence Day, and WKBW Goes K-Booommm!" A "KB Preview Party" was broadcast July 4 to present in capsule form a typical new broadcast day and showcased the new personalities. Listeners now are searching for the WKBW $200 mystery telephone number. Clues are given every hour with the first person to dial the correct number to receive the cash prize.

Mills to Produce 'Patti Page'

Oldsmobile's *Patti Page Show* on ABC-TV will premiere Wed., 9:30-10 p.m., on Sept. 24, the network announced last week. Signed as producer was Ted Mills, producer of the *Garroway-at-Large* series that originated from WNBQ (TV) Chicago in early days of television.

NO ROCK AND NO ROLL in programming during the past year was promoted by WROW Albany, N.Y., in a week-long contest featuring this 23,000-pound rock and eight-foot wooden spool. More than 16,000 residents tried to guess the rock's weight as the exhibit toured city streets on the trailer of a 15-ton truck. Cash prizes were awarded the most accurate weight estimates. Teen-age models perched on the rock and spool to distribute entry blanks. The promotion also launched a new WROW music show titled the *No Rock, No Roll Hit Parade*.

D.J.'s Highlight KIMN Events

KIMN Denver is making a summer-long bid for the top rating in the 17-station Denver market with a series of promotion activities. Approximately $75,000 in cash and merchandise prizes from the station and sponsors will be awarded between June 1 and mid-October.

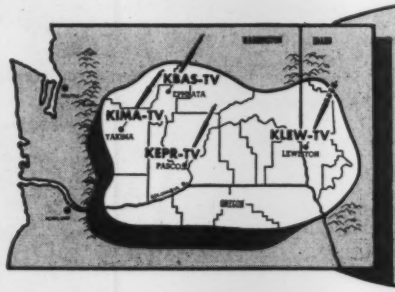
After 72 hours, 38 minutes and 20 seconds of continuous broadcasting from a special flagpole studio, the last of five KIMN d.j.'s came down to street level, thus ending the d.j. marathon contest in which listeners won $1,500 in cash by guessing individual and total times of the pole-perchers. A dollar bill was given to each of the first 1,000 persons to gather under the pole as the marathon ended. Five expense-paid vacations for two persons each in Las Vegas were awarded to agency personnel for their best estimates in the same contest. Other promotions and prizes included a $35,000 house, a $5,000 automobile and other prizes in a "Treasure Hunt" contest, and merchandise certificates totaling $10,000 dropped over the city in 5,000 balloons. The station has utilized television, newspapers, film trailers and billboards for publicity.

Looka here, Smidley! This Cascade Television market, KIMA-TV with its satellites, stretches far and wide out there in the West. It's a huge, three-state area abounding with new industry, new farms, thousands of new families. There's a buying potential approaching a billion dollars. I tell ya, Smidley, you just don't find a market like that every day. It's a time-buyer's dream — that Cascade Television.

Quite a market . . .

Automotive Sales....$116,239,000
Food $140,609,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION PACIFIC NORTHWEST: MOORE & ASSOCIATES

BFA Offers Salzburg Tapes

Taped programs from the 1958 Salzburg (Austria) Festival are being made available free of charge to U. S. radio stations by the Broadcasting Foundation of America. The programs, consisting of nearly 60 hours of classical music performed by some of the world's outstanding artists, may be broadcast between Sept. 15 and Dec. 31. Stations are required to send blank tape of sufficient quantity for their orders to the BFA, 342 Madison Ave., New York 17, N. Y.

WHCT (TV) Gives 'em a Ball

"Hartford's greatest sporting event—the Insurance City Open" was telecast live weekend of July 9-13 by ch. 18 WHCT (TV) Hartford, Conn., for the fourth consecutive year. The CBS-owned outlet proclaimed its coverage of the golf tournament by sending golf balls, imprinted with "WHCT-channel 18" to clients and agencies. Connecticut Bank & Trust Co., Hartford, sponsored the open telecasts.

WCBS-TV Sets Sunday Concerts

WCBS-TV New York, in conjunction with Young Audiences Inc., a non-profit organization dedicated to furthering good music tastes among high school students, this autumn and winter plans a series of six hour-long concerts to be aired Sunday afternoons. The schedule runs between Oct. 19-Dec. 14. Unlike the New York Philharmonic Symphony's Society's "Young People's Concerts" (aired on CBS-TV last season under the di-

reaction of Leonard Bernstein) the WCBS-TV teleconcerts will basically feature small ensembles from string trios to brass quintets. Of the 60 scheduled minutes, 40 will be devoted to just music; the remaining 20 will be utilized in "education."

Bonus Prize Reaps Big Harvest

More than 10,000 persons crowded a shopping center in Framingham, Mass., July 13 to see a family with eight children collect the grand prize in the "Cap'n Snow Super Bonanza Contest" conducted on WBZ-TV Boston. For writing a letter on why she wanted to win the bonanza, the mother was awarded a Plymouth station wagon, a Su-Mark boat with motor and trailer and a bonus prize of 10 minutes in a supermarket for the entire family during which they could keep all the groceries they could carry out the door. WBZ-TV cameras followed the progress of the family as they removed groceries amounting to $1,500. Before the telecast, station personalities entertained the crowd with a variety show. The contest was sponsored by the F. H. Snow Canning Co. of Pine Point, Me.

KWIP Contest Prize Gets Lost

The "Hidden Bank Draft Contest" conducted by KWIP Merced, Calif., on a Sunday afternoon turned out to be just *that* for the station as well as approximately 5,000 people who were attracted to a local park where KWIP had hidden the $1,000 draft too well.

Joseph E. Gamble, KWIP owner-operator, hid the draft in a rifle shell under a park bush and broadcast clues to its location during the week before the search was to start. When the crowd gathered at the park to hear a final clue, they were informed by Mr. Gamble that park work crews had accidentally hoed and raked the hiding area and another draft was being offered. Both would be paid if found. Within minutes a young boy and a city fireman discovered them.

Flag Contest Salutes New State

KETV (TV) Omaha, Neb., last week started a three-week viewer contest offering awards to those submitting the three best designs for a 49-state American flag. Eugene S. Thomas, vice president-general manager, said the contest calls for designs based on the entire flag rather than a mere rearrangement of stars into a cluster of 49. Winning designs will be sent to President Eisenhower, who is expected to name a committee to redesign the flag since admission of Alaska as a state. The three winners will receive large flags as soon as a new design is available.

KXYZ Reports Traffic From Air

As of last week, morning listeners of KXYZ Houston, Tex., can find out the best way to drive to work, from a helicopter the station is using for *Operation Skycast*. Each weekday from 7:15 to 8:15 a.m. KXYZ newsman Bob Smith and Police Capt. Tom Sawyer follow the traffic routes and give direct reports of traffic conditions as seen from the helicopter. The Skycasts, sponsored by Houston's Texas National Bank, are aired six times during the hour.

Mishap Delays 'Copter Report

KABC Los Angeles got its *Operation Airwatch* back on the air last Monday (July 14) after having been grounded for almost a full week. Shortly after taking off for its afternoon patrol of Los Angeles freeways the previous Monday the *Airwatch* helicopter developed engine trouble. Pilot Max Schumacher started to set the machine down in an apparently vacant playground, but when a group of children started running toward the landing spot, he steered it away and into a tree, wrecking the helicopter. Mr. Schumacher suffered two broken vertebrae which kept him hospitalized last week but is recovering nicely and is expected to be back on the job inside of the month. *Airwatch* reporter Donn Reed, scratched and bruised but not as seriously injured, will probably return to *Airwatch* in the near future. Bob Ferris of the KABC news staff is handling the daily 6:50-9 a.m. and 3:30-5:45 p.m. broadcasts at present.

The original helicopter was completely destroyed by the accident, a loss of approximately $50,000, Riley Jackson, packager of the *Airwatch* program, said last week.

WSFA-TV Issues Spot Tv Aid

The WSFA-TV Montgomery, Ala., program department has prepared a presentation for advertisers and agencies that serves as an aid to better selling of spot tv. Titled "So You Want to Sell Something," the pamphlet explains the reasons for effective spot television with typical case histories and includes photographs of actual commercial sets. Copy samples for the video and audio portions of spots for an automobile, a tractor and seeds also are enclosed. The presentation concludes with a glossary of television terms.

KDKA Seeks Future Sportscasters

KDKA Pittsburgh has opened its second annual "Junior Sportscaster Contest" for talented young men who could develop into leading play-by-play announcers. The finalist will be invited to announce a portion of the Pirates-Redlegs night game Aug. 8. Entrants must send biographical sketches and reasons for wanting to be a sportscaster. From these letters, a committee will select semi-finalists who will compete in tape-recorded interviews. This field will be narrowed to a finalist by giving one-inning accounts on tape of a game July 31. The competition is sponsored by the Pittsburgh Pirates, the Atlantic Refining Co., KDKA and the stations of the Pirates' radio network.

KFRU Awards Dollars for Safety

More than 8,500 motorized listeners to KFRU Columbia, Mo., are eligible for five-dollar cash awards in the station's 15-week "Slow Down and Live" safety promotion program which began June 2. Listeners participate by obtaining a free bumper strip of the slogan from one of 34 program sponsors.

Six times each day at irregular intervals the studio announcer will open the program by giving a sponsor's name," . . . calling mobile cruiser KD-3324. It's time to back

CHANNEL 3 KTBS-TV

Dominates
THE
SHREVEPORT AREA

American Research Bureau again proves* **KTBS-TV**

DOMINANT . . .
In The Morning
9:00 AM till 12 noon, 5 days a week, CHANNEL 3 KTBS-TV LEADS in 86% of quarter hours rated*

DOMINANT . . .
In The Afternoon
2:00 to 5:00 PM, 6 days a week CHANNEL 3 KTBS-TV LEADS in 53% of quarter hours rated*

DOMINANT . . .
At Night
6:30 to 10:00 PM, 5 days a week CHANNEL 3 KTBS-TV LEADS in 56% of quarter hours rated*

TOTAL DOMINANCE
65% of ALL PERIODS above DAY AND NIGHT

KTBS-TV

E. Newton Wray,
President and Gen'l Mgr.

NBC
ABC

*May 1958 ARB Metro, Shreveport Survey

Ask your PETRY man

THE POWERFUL HAND
in Pennsylvania's 3rd market

WNEP-TV WILK-TV
Ch. 16 Scranton
Ch. 34 Wilkes-Barre

• best possible coverage of the nearly 2,000,000 people in the prosperous Scranton—Wilkes-Barre trading area
• combined operation with identical programming—ABC-TV basic affiliates
call Avery-Knodel for availabilities

Symbol of Service
TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR, WGR-TV, Buffalo • WSVA-TV, Harrisonburg • WNEP-TV (formerly WARM-TV), Scranton • WILK-TV, Wilkes-Barre

4

Announcing

THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER

AMPEX CORPORATION
854 Charter Street
Redwood City
California

PROGRAMS & PROMOTIONS CONTINUED

the attack on accidents! Please check the next car in front of you for the safety crusade." While getting the cruiser in position the operator talks about safety and describes the make, color and license number of the car in front. If the driver stops for the unit he wins a silver dollar, another dollar for knowing the slogan and three more dollars if his car has a bumper strip. The time required for a call averages three minutes but has gone as long as 10 minutes, the station reports. After a one-minute commercial regular programming is resumed.

Listeners 'Name It & Claim It'

WMGM New York last week began a contest, "Name It & Claim It," offering a cash booty to winning listeners. The giveaway starts with a prize of $500, with $50 added each day until a correct answer is received from a listener. The first participant who sends in the correct answer on a postcard wins that contest and a new one then picks up. Rhymed clues are aired throughout the broadcast day leading to the identity of person, place or object. To promote the contests, WMGM used a major campaign in newspapers, billboards, car cards, movie trailers in Loew's theatres (station is owned by MGM) and a spot campaign on the station.

D.J.'s Play Exhibition Ball

In a benefit baseball game to promote interest in the last place New Orleans Pelicans the New Orleans Radio Broadcasters Assn. on July 1 sponsored a team of d. j.'s, representing all local stations, to play against former professional players. The game, played before the start of a regularly scheduled Pelican home game, was called by the umpire, Mayor Chep Morrison, in the middle of the second inning because of reported "disputes" and "injuries." A return engagement will be scheduled for later in the season.

DuPont Names Six Fall 'Specs'

E. I. DuPont de Nemours Co., Wilmington, Del., has selected six of the nine 90-minute productions to be presented on CBS-TV next fall. The special programs, all live, will include "Harvey," "The Count of Monte Cristo," "Victory," "The Little World of Don Camillo," "What Every Woman Knows" and "Hamlet."

"Victory" and "Hamlet" will be produced by CBS-TV under the supervision of Richard Lewine, director of special programs. The other DuPont shows will be produced by David Susskind of Talent Assoc. Ltd. DuPont's agency is BBDO, New York.

Jaycees Compete in Quiz Game

KETV (TV) Omaha is programming with a new half-hour Saturday evening quiz that features members of the Omaha and Council Bluffs (Iowa) Junior Chambers of Commerce. Entitled *Sev'n* (the station's channel number), the show utilizes a staff m.c. and four panelists from Omaha competing against a Council Bluffs quartette. The losing team is replaced each week.

The game begins with the m.c. reading a sentence which is interrupted by a bell before a "key-action" word, for example, "Dwight Eisenhower is (bell) President." The panelists, each holding four cards with the letters S, E, V and N, go to the spelling board after the word is pronounced and place their respective letters in their proper sequence in the word. Eight rounds of 10-second length are played. Each member is awarded a steak dinner at a local restaurant, an electric charcoal and log lighter and a set of men's toiletries. The game ends Sept. 13 when the group having the most wins will have a television set presented in its name to a charity of its choice.

WSOC-TV Discovers 'Child Star'

WSOC-TV Charlotte, N. C., has created a local tv celebrity in a 10-year-old freckle-faced boy named Johnny Hutchinson who was picked by the station to substitute for vacationing Brooks Lindsay as host of *The Magic Forest* show. The fluent fifth-grader has appeared every morning at nine the past two weeks to chat with "Mort, the Squirrel" in the magic forest setting and to introduce cartoons. The lad has achieved star status on the basis of phone calls and letters received, the station reports.

Search Starts for 'Miss No-Cal'

WRCA-TV New York and sponsor Kirsch Beverage Co. last Wednesday (July 16) began a summer-long competition at Palisades Amusement Park to find "Miss No-Cal," the girl with the most sparkling personality. Weekly competitions among both married and single girls will end in finals Aug. 27 with the winner receiving a $1,000 modeling contract from Kirsch and a Panagra Airways tour of Panama, Peru and Ecuador. Kirsch bottles low-calory "No-Cal" beverages.

A LUSTY CRY announced the arrival of this nine-pound, 13-ounce baby boy born by a Caesarian section operation televised on WCHS-TV Charleston, W. Va. [PROGRAMS & PROMOTIONS, July 14]. The 70-minute telecast from Charleston Memorial Hospital was watched by an estimated one-million viewers, the station reports.

The telecast, narrated by a doctor, was one of a series presented with the cooperation of the Kanawha Medical Society. Closed-circuit showings of Caesarian sections have been made in the past, but the American Medical Assn. terms this a first for commercial television, WCHS-TV explains.

JAZZ spokesmen George Shearing and the Rev. Norman J. O'Connor demonstrate the importance of classical music to the jazz musician on *Jazz Meets the Classics*, a new series that began on WGBH-TV Boston educational channel yesterday (July 20) at 3 p.m. and will be repeated on Fridays at 8:30 p.m. Produced last summer in the WGBH-TV studios for distribution to other etv stations, the programs are filled with the famous Shearing treatment of music common to both forms. Selections in the first program included "Late, Late Show," Beethoven's "Moonlight Sonata," "Changing With the Times" and "How High the Moon." Standing by Mr. Shearing's piano is Father O'Connor, Catholic chaplain at Boston U. At the bass is Al McKibben; Percy Brice at drums; Jean Thielemans with guitar, and Emil Richards at vibraharp.

Tulsans Call for Explanations

Listeners to KVOO and KAKC, both Tulsa, Okla., over the Fourth of July weekend were surprised to hear entire commercials in French. Both stations reported that many persons called for an explanation but the stations' switchboard operators had been instructed to say that the commercials promoted the opening of the V. H. Graham Influential Homes which feature French Provincial as one of the styles available. Gibbons Advertising Agency, Tulsa handles the account.

Trip to Moon Ends in Tv Rescue

To create interest in its program, *Spinach Playhouse* (5:30-6:15 p.m.), WSAZ-TV Huntington, W. Va., sent program star Don Waggoner, the "Beachcomber," on a "rocket trip to the moon." On the return flight he "crashed" on an island in the Kanawha River, opposite Charleston, W. Va. The "crash" occurred at 8 p.m., July 8, and the "Beachcomber" spent the night shooting fireworks to draw attention. WSAZ-TV remote units arrived in the morning and televised the rescue operation during the regular program time. Several thousand Charleston residents witnessed the scene as a helicopter lifted Mr. Waggoner to shore, the station reports. WSAZ-TV hosted a press party at the Charleston Press Club later that evening.

WINS Grants News Tip Raise

As a means of improving its news coverage, WINS New York last week announced a new policy under which the station will pay $25 for each verified news tip. Previously, the station had paid $25 for the best news tip of the week. Under the present system, each $25 winner also will be eligible for an additional $25 for the best tip of the week.

MBS Schedules Service Games

The major football games of the nation's three service academies will be broadcast over Mutual next fall, with nine of the 11 games on MBS' schedule featuring the Army, Air Force or Navy teams. The full schedule of Saturday games, starting Sept. 27 and ending Nov. 29 with the Army-Navy game, will be made available to Armed Forces Radio Service for beaming to military personnel abroad.

WVET Listeners Save Tv Stamps

An arrangement has been negotiated between WVET Rochester, N. Y., and Top Value Stamp Enterprises to provide millions of stamps to listeners who send in the list of Top Value items aired throughout each week. The audience-participation game went into effect July 14. Entries are being sent to Box 1280, Rochester, coinciding with the station's frequency number.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

MERCHANDISING
makes the
DIFFERENCE
KBTV is Denver's
only
Merchandise-"WISE"
Station!

WISE to offer advertisers the highly successful MAP* Plan — Denver's only *grocery and drug* in-store merchandising plan.
*MAP stands for Merchandising-Advertising-Promotion. Call Peters, Griffin, Woodward, Inc., today for availabilities *and* the merchandising that goes with your schedule on KBTV, Denver!

KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins, Pres. Joe Herold, Sta. Mgr.
Represented Nationally by
Peters, Griffin, Woodward, Inc.

NOW! FROM WHBF-TV
IN THE QUAD-CITIES . . .
NEW 1000 FT. TOWER
BIG 100 KW POWER
EXPANDED REGIONAL • COVERAGE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
bring a new era of television to prosperous Western Illinois and Eastern Iowa
WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE

against embarrassing loss by having our unique

Excess Policy

at amazingly low cost. Write for details and rates

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 157 William St · Chicago 175 W Jackson · San Francisco 100 Bush St

Why Suffer?

RELIEF FOR THOSE WHO SUFFER FROM THE SYMPTOMS OF

ULCERS

(MADISON AVENUE INDIGESTION)

W. B. R., Chicago, says, "Now, at last, since taking U-90 cabbage juice extract tablets, I have no more pain or symptoms of an ulcer. I eat anything I want and sleep all night without the misery I so long endured. I cannot thank you enough for the relief I now enjoy."

U-90 IS A SECRET FORMULA FOR THE RELIEF OF THE SYMPTOMS OF ULCERS. TWO TABLETS AFTER EACH MEAL GIVE YOU THE EQUIVALENT OF TWO QUARTS OF CABBAGE JUICE DAILY. SEND $9.95 FOR BOTTLE OF 100 TABLETS (or send name and address for C. O. D. delivery). DO IT TODAY! MONEY-BACK GUARANTEE.

HEALTH-RITE Distributors

P. O. Box 803-B

SIOUX CITY, IOWA

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

L. C. MacGLASHAN, account manager on Boyle-Midway Div. of American Home Products Corp. account, and **WRIGHT NODINE,** account executive on American Motors Corp. (automotive div.), Geyer Co., New York, elected v.p.'s of agency. Mr. MacGlashan joined Geyer last year, having previously served with Maxon Inc., Kudner Agency, Gardner Co. and Brooke, Smith French & Dorrance. Mr. Nodine was with W. Earl Bothwell when it merged with Geyer in 1952.

WALTER T. KADI, advertising-merchandising manager of Pate Oil Co., Milwaukee, also appointed advertising manager of Oklahoma Oil Co., Chicago.

NORMAN F. BEST, v.p. in account management for Erwin Wasey, Ruthrauff & Ryan Inc., L.A., resigns to assume executive post with Campbell-Mithun, Minneapolis, Minn.

ALAN M. BERGER, formerly media director of Stiller, Rouse & Hunt, L.A., joins Tilds & Cantz, L.A., in same capacity.

ROBERT E. BRITTON, v.p. and marketing-research director, MacManus, John & Adams, Bloomfield, Hills, Mich., appointed to research committee, American Assn. of Advertising Agencies.

MR. MAUER

RAY J. MAUER and **DANIEL A. PACKARD,** v.p.'s of John A. Geyer Co., New York, Dayton and Detroit, elected to agency's board of directors. Mr. Mauer, radio-tv director, joined Geyer in 1955 from Cunningham & Walsh. Mr. Packard, marketing director, joined Geyer two years ago from McCann-Erickson and its subsidiary, Market Planning Corp.

MR. PACKARD

ROBERT ALEDORF, formerly in research posts with C. J. LaRoche & Co., N.Y., and Young & Rubicam, N.Y., appointed research director of Erwin Wasey, Ruthrauff & Ryan, N.Y.

EGON MERKER, formerly with *Woman's Home Companion,* to Monroe F. Dreher Inc., N.Y., as production manager, responsible for production and traffic coordination on all agency accounts.

WILLIAM C. PATTERSON, formerly with W. T. Grant Co., N.Y., joins New York office of Dancer-Fitzgerald-Sample as tv show supervisor.

WILLIAM E. PENSYL, v.p. in charge of creative services for Ketchum, MacLeod & Grove Inc., Pittsburgh, elected member of board of governors. **WILLLIAM E. PARKER,** v.p., elected secretary of corporation.

ARNOLD BELASCO, formerly account executive at Albert Frank-Guenther Law, N.Y., promoted from assistant advertising manager to advertising manager of Mosler Safe Co., N.Y.

MR. GRIMES

ALDEN GRIMES, v.p. in charge of agency research at Campbell-Mithun, named marketing v.p. and sent to Chicago for primary assignment on American Dairy Assn. **LESLIE BELDO,** research director for Minneapolis operations, promoted to director of research for entire agency.

MARIAN MISH GANONG, formerly account coordinator for Hixson & Jorgensen, L.A., appointed west coast representative of Farson, Huff, & Northlich Inc., Cincinnati, Ohio.

IRVIN S. DOLK resigns as v.p. and treasurer at Lamport ,Fox, Prell & Dolk Inc., South Bend, Ind. He will continue in consulting capacity. **WALTER A. RITKE** and **J. WYNN SMITH** named account executives.

CHARLES B. H. PARKER, v.p. and merchandising director, Wilson Haight, Welch & Grover, N.Y. and Hartford, to Charles W. Hoyt Co., N.Y., as assistant to board chairman, **WINTHROP HOYT.**

DAVID ALDRICH, formerly of *Look* and *Newsweek,* to Ketchum, MacLeod & Grove Inc., N.Y., as public relations account executive on Westinghouse Broadcasting Co. account.

MARY S. GUTHRIE, former account executive for Reuben H. Donnelley Corp., Chicago, appointed public relations director for James B. Rogers Assoc., Baltimore, Md.

ARTHUR STAFFORD, account supervisor in San Juan, Puerto Rico, office of McCann-Erickson, promoted to assistant manager.

SAMUEL R. GUARD, formerly with *Chicago Tribune,* as senior study director in consumer research department, joins McCann-Erickson Inc., Chicago as senior analyst in research department.

STEPHEN LUKACS, assistant general office manager, MacManus, John & Adams, Bloomfield Hills, Mich., to general office manager.

CHESTER GLODLEK, formerly with Campbell-Mithun, Chicago, joins production department of Guild, Bascom & Bonfiglio, S.F. Other additions include **MARILYN CAMPBELL,** previously with Young & Rubicam, N.Y., to media staff; **NORMAN LENZER,** to copywriting department and **CHARLES CHALMERS** to marketing staff.

LAWRENCE R. O'NEILL, group copy supervisor for VanSant, Dugdale & Co., Baltimore, Md., promoted to copy chief.

FRANK H. NEWTON, formerly copy chief at Clinton E. Frank, Chicago, named copy chief at Gordon Best Co., Chicago.

NORMAN ROSS, Chicago radio-tv personality, scheduled by Quaker Oats Co., to serve as m.c. for company's fifth annual Ken-L-Ration Dog Hero award dinner at Palmer House that city Aug. 13.

CHESTER W. RUTH, formerly advertising director of Republic Steel Corp., died July 7 in Lakeside Hospital, Cleveland.

ZENAS L. POTTER, 71, former Benton & Bowles executive, died July 9 at his Carmel, Calif., home.

FILM

MR. PIKE

JAME A. PIKE, film director of WNAC-TV Boston, Mass., named v.p. of yankee division of RKO Teleradio Pictures Inc. and WNAC-TV.

MILTON LEWIS resigns from Paramount Pictures' talent department to head similar department of Desilu Productions.

JOHN F. HOWE, formerly with CBS-TV as studio supervisor and stage manager, appointed account executive for Telestudios Inc., N.Y.

CHARLES ADAMS, formerly v.p. in charge of tv commercial productions for Loucks & Norling, N.Y., appointed producer-account executive at Transfilm Inc., N.Y., producer of tv film commercials and industrial films.

L. V. SEICSHNAYDRE, New Orleans representative, Republic Pictures, named Southwest representative for Sterling Television Co.

BURT SLOANE, trade publicity manager, United Artists Corp., to assistant publicity manager succeeding **MAURICE SEGAL,** transferred to Hollywood as West Coast publicity coordinator for UA and UA-TV. Mr. Sloan will be succeeded by **JOHN SKOURAS,** moving up from assistant special events director.

CLAY V. HAKE, formerly in charge of foreign sales and distribution of movie "The Ten Commandments," joins Famous Players Canadian Corp. to assist with organization of Telemeter developments in Canada.

SID BLUMENSTOCK, Paramount Pictures' advertising manager since 1949, resigned effective Aug. 1. Mr. Blumenstock served as assistant head of Paramount advertising publicity and exploitation department.

PAUL A. HEISE, 57, veteran of 30 years with United Press Movietone and Movietone News, died in

Pasadena, Calif., following major surgery at Huntington Memorial Hospital.

NETWORKS

BILL ASHER, veteran NBC contract producer-director, signed to produce and direct *Dinah Shore Chevy Show* series, returning to Sun., 9-10 p.m. slot Oct. 5. Mr. Asher replaces **CHARLES DUBIN,** originally slated to helm Shore programs. Mr. Dubin was dropped following his appearance last month as "an unfriendly witness" before House Committee on Un-American Activities.

JACK MEYERS, former CBS-TV executive at administrative and producing levels, joins NBC-TV as manager of film programming, succeeding **FRED HAMILTON,** promoted to director of film programming. Mr. Hamilton replaces **FRANK CLEAVER,** elevated to v.p. of California National Productions, NBC subsidiary.

RAY DIAZ, former national program director for ABC, named director of station services department of MBS, succeeding **CHARLES (CHUCK) KING,** who joins NTA Film Network's station relations department.

BARRY WOOD, formerly executive producer of NBC-TV's *Wide Wide World,* who joined CBS-TV recently, has been assigned to produce new country music program featuring **JIMMY DEAN,** to be presented on CBS-TV, starting Sept. 15 (Mon.-Fri., 2-2:30 p.m.).

CRAIG JENNINGS, sales promotion assistant for KNX Los Angeles and CBS Radio Pacific Network, named sales service manager for CRPN, suceeding **JIM FRANCIS,** who joins Peters, Griffin & Woodward, station representatives.

RALPH NELSON, Emmy-award winning tv director, has been signed to new one-year contract with CBS-TV. Mr. Nelson won Tv Academy "Emmy" award on *Playhouse 90* series for direction of "Requiem for a Heavyweight" in 1956.

W. J. McEDWARDS, formerly assistant media director, Tatham-Laird, Chicago, and **JOHN F. BROOKMAN,** public relations staff, Fulton, Morrissey Co., Chicago, named account executive and sales development and presentation assistant respectively in central division, NBC-TV.

DELBERT MANN, tv and film director and holder of "Oscar" for film version of "Marty," signed to direct three *Playhouse 90* dramas next season.

JEAN CASTLES rejoins ABC-TV press information department as photo editor.

JOHN HORN, member of *Person-to-Person* staff for severals years, appointed feature editor in CBS-TV's press information department.

STATIONS

MR. O'FRIEL

PAUL G. O'FRIEL, former assistant to v.p. in Pittsburgh of Westingthouse Broadcasting Co. and acting general manager of KDKA Pittsburgh, appointed general manager of WBZ Boston and WBZA Springfield, Mass., both WBC outlets. Mr. O'Friel succeeds **PAUL E. MILLS,** named midwest tv sales manager of WBC's Chicago office [AT DEADLINE, July 14]. Mr. Mills had been general manager of WBZ-WBZA since 1953.

MR. MILLS

ROY LA MERE, general manager of WCMS Norfolk, Va., appointed eastern division manager of Blumenthal radio stations. Mr. La Mere will continue as general manager of WCMS as well as assume management of WARL Arlington, Va. Other WCMS promotions include **AL LYNN,** director of operations; **LON F. BACKMAN** resumes duties as news director; **FRED BABBITT,** account executive, and **WADE WILLIAMS,** production director.

ELLEN STOUTENBERG, formerly program director at WITH Baltimore, joins WIP Philadelphia as assistant program director.

HARRY E. TRAVIS resigns as v.p. in charge of sales at WNEM-TV Bay City, Mich., to establish advertising agency in Bay City. **RUSSELL GOHRING,** who remains v.p. of WNEM-TV and Gerity Broadcasting Co., takes on Mr. Travis' previous duties.

MR. McCLAY

JOHN L. McCLAY, formerly assistant to v.p. at KYW-TV Cleveland, Ohio, appointed general manager [AT DEADLINE, July 14].

JOHN B. OSBORNE joins WCOL Columbus, Ohio, as director of new sales development and planning department.

NED CRAMER, staff director at WCBS-TV New York, promoted to assistant program director, succeeding **DAN GALLAGHER,** named program director following elevation of **HAL HOUGH** to executive programming post at CBS-TV Stations Div.

JAMES CLARK, formerly program director and commercial manager at WFMO Fairmont, N. C., named general manager of WJOT Lake City, S. C., succeeding **RAY STARR,** resigned.

MR. DAMM

WALTER J. DAMM, v.p. Milwaukee Journal Co. and general manager of its broadcast operations (WTMJ-AM-TV) retires Sept. 27 [AT DEADLINE, July 14] after 42 years with *Journal* organization. Mr. Damm will be succeeded as general manager of radio and tv by **GEORGE COMTE,** manager of radio and tv. Succeeding Mr. Comte will be **ROBERT HEISS,** present assistant manager. Mr. Comte started with Journal Co. as general announcer, became assistant to manager in 1950, stations' manager in 1952 and manager of radio and tv for Journal stations in 1956. Mr. Heiss, who started as WTMJ announcer in 1934, became chief of announcers in 1938, program supervisor in 1941, sports announcer and sports director in 1953 and assistant manager of radio and tv in 1956.

MR. COMTE

MR. HEISS

ELMER G. MUSCHANY, program director KXOX St. Louis, Mo., promoted to business manager and **LARRY MONROE,** former director of programming for Public Radio Corp. (KIOA Des Moines, Iowa, and KAKC Tulsa, Okla.) named program director KXOX.

GEORGE GINGELL, with WRBL-AM-TV Columbus, Ga., since 1948, appointed director of newly-created department of public affairs.

TOM PARRINGTON, national sales representative for WKY-TV Oklahoma City, Okla., promoted to national sales manager.

MR. PARRINGTON

BOB BROWN, formerly sales manager at KXOR Oxnard, Calif., named station manager of KVEC San Luis Obispo, Calif.

A. S. (GUS) TREVILIAN, sales manager of WSLS-TV Roanoke, Va., promoted to commercial manager of WSLS-AM-FM-TV. Also, **CARROLL HARRISON,** announcer and salesman, named local tv sales manager.

MR. KIMBALL

EDWARD B. (TED) KIMBALL, sales manager of KSL-TV Salt Lake City, Utah, named manager of music services, new division of Radio Service Corp. of Utah, parent organization of KSL-AM-FM-TV.

JAMES P. HENSLEY, former sales manager at WBBM Chicago, named v.p. and general manager of WEEP Pittsburgh. Mr. Hensley entered radio in 1951 as account executive with KNX Los Angeles. In 1953 joined CBS spot sales work-

NO. 1
COLUMBUS
WBNS
AM-FM
CBS
THE BIG MIKE IN CENTRAL OHIO
WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)
Ask John Blair
wbns radio
COLUMBUS OHIO

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

ing in both San Francisco and Chicago divisions.

C. B. (BUS) HELLER, sales manager of WIMA Lima, Ohio, takes on additional duties as station manager. **J. L. (JACK) SPRING,** sales manager of WIMA-TV, adds duties as station manager.

BOB WALTON, former local and regional sales manager for WSPA-TV Spartanburg, S.C., appointed program director and manager of regional and local sales for WRBL-TV Columbus, Ga.

MR. FISHBURN

JUNIUS R. FISHBURN, former account executive of Simmons Assoc., Chicago, appointed midwestern sales manager, WABD (TV) New York and WTTG (TV) Washington, tv outlets of Metropolitan Broadcasting Co.

HARRY BULOW, formerly with KFMB-TV San Diego, Calif., joins XEMO Tijuana-San Diego as sales manager. Also, **PAT WALDEN,** formerly with KCBQ San Diego and KRAM Las Vegas, Nev., joins XEMO as assistant sales manager.

DR. HEINZ HABER, formerly chief science consultant to Walt Disney Productions, joins KNXT (TV) Los Angeles to serve in identical capacity.

MR. JORGENSEN

ROY JORGENSEN, formerly manager KYUM Yuma, Ariz., named local sales manager for KSBW-TV Salinas, Calif.

ALAN TRENCH, former sales head at WCAE Pittsburgh, Pa., assumes duties as sales manager at WTAE-TV Pittsburgh, looking toward Sept. 15 start of station operations. Other staff members include **JAMES GORMLY,** business manager; **GREGG VAN CAMP,** promotion head; **HOWARD RESER,** film director and **LOU WAGNER,** chief engineer.

JOHN C. CONNIFF named merchandising field representative for WWLP (TV) Springfield, Mass., and WRLP (TV) Greenfield, Mass. Other appointments: **ROSEMARIE NILES,** account executive for WRLP (TV), and **GILBERT L. WEST JR.,** staff announcer at WWLP (TV).

PETE ODENS, former manager at KICO Calexico, Calif., joins KXO El Centro, Calif., as news editor.

GEORGE SINGER, formerly program director and d.j. at KLIF Dallas, Tex., to KTLN Denver, as program director. Other personnel additions in KTLN sales department are **TOM MULVEY,** account executive at KTVR (TV) Denver; **LEONARD KEHL,** formerly with KMYR Denver, and **DAROLD KELLY,** formerly with KOA-TV Denver.

BOB BILLMAN appointed news editor of KVTV (TV) Sioux City, Iowa.

JAMES L. CAMPBELL, account executive for WCKT (TV) Miami, promoted to newly-created post of local sales manager.

MR. RAY

BOB RAY, former news director and account executive of WPTV (TV) West Palm Beach, Fla., named local and regional sales manager.

NED CRAMER, WCBS-TV New York staff director since 1951, promoted to assistant program director.

LOUIS BUCK, appointed account executive for radio sales for WSM Nashville, Tenn.

JOHN P. BARBIERI, formerly with advertising sales staff of *Philadelphia Daily News,* joins sales staff of WFIL Philadelphia, Pa.

BILL FREELAND, formerly with WRVA Richmond, Va., joins WQAM Miami, Fla., as night news editor and announcer.

ROGER SHARP, former newscaster, producer and writer with WTVT (TV) Tampa, Fla., joins WEWS (TV) Cleveland news staff.

BOB JONES, personality, formerly with WIST Charlotte, N.C., joins WSOC Charlotte.

LUCILLE WALLEN, formerly with Activated Chemicals & Products Co., Hollywood, joins KBIG Santa Catalina, Calif., as executive secretary in Hollywood headquarters, succeeding **GLORIA BIZARI,** resigned.

ROSS MULHOLLAND, formerly with WXYZ-AM-TV Detroit, joins WABC New York as m.c. of early morning show.

CLYDE R. SPITZNER, WFIL Philadelphia radio executive, elected 42nd president of Poor Richard Club, advertising organization.

JERRY and JIMMA STRONG, husband and wife team on WMAL-AM-FM-TV, Washington, left for 17-day tour of Europe to film and tape interviews for their tv and radio programs.

GORDON ROTH, farm editor, KCBS San Francisco, made an honorary member of 4-H Club. **JANE TODD,** KCBS broadcaster, selected as member of National Advisory Council on radio-tv for National Society for Crippled Children. **DAVE CORBIN,** formerly promotion copywriter, promoted to audience promotion assistant.

DICK KNOWLES, formerly field correspondent and news editor for Armed Forces Network in Germany, assigned to report for WTOP Washington from West Germany.

REPRESENTATIVES

GEORGE BEAVERS, former commercial manager, WGHF (FM) Brookfield, Conn., to New York sales staff of Broadcast Times Sales, radio station representative.

RICHARD J. DUNNE, salesman at WINS New York, to sales staff of Adam Young Inc.

PROGRAM SERVICES

FRED J. GREEN, formerly superintendent of bureaus for United Press International, named administrative office of Pacific division of UPI with headquarters in S. F.

BILL BURCH, associate producer of *Tennessee Ernie Ford Show* last season, named producer of *George Gobel Show,* owned by Gomalco Inc.

MANUFACTURING

LOUIS A. de ROSA elected v.p. in charge of electronic countermeasures for consolidated IT & T Labs., Nutley, N.J. Other new v.p.'s and areas of responsibility are **SVEN H. DODINGTON,** avionics; **ARMIG G. KANDOIAN,** communications systems; **ARNOLD M. LEVINE,** missile systems and **DR. CHARLES D. W. THORTON,** physical sciences, components and instrumentation.

THOMAS P. COLLIER, formerly v.p. of Bruce Payne Assoc., management consultant, to Motorola Inc., Chicago, as director of international operations.

JOHN B. HUNT, former controller of Ford Motor Co. of Canada, Ltd., named assistant general manager of Philco Corp.'s government and industrial division.

B. F. BENNING, manager of lighting sales for Graybar Electric Co. N.Y., promoted to general manager of lamp and lighting sales, effective Aug. 1, replacing **R. C. KINNEY,** who retires on that date. Other personnel changes include **L. A. PETERSON** to district operating manager at Seattle; **R. V. YOUNG,** branch manager at Jackson, Miss.; **E. P. KEMPEN,** branch manager in Corpus Christi, Tex., and **M. J. SULLIVAN** becomes manager at Youngstown.

EDWARD M. LISOWSKI, former regional sales engineer for Philco Co., named sales representative in Dayton, Ohio, for General Precision Laboratory Inc., Pleasantville, N.Y.

JOHN H. CASHMAN, 58, founder and former president, Radio Craftsmen Inc., electronics firm, and pioneer in short wave and high fidelity products, died in Chicago July 10, following heart attack.

TRADE ASSNS.

BEN PASCHALL, general manager of KFXM San Bernardino, Calif., elected district director of Southern California Broadcasters Assn. Mr. Paschall succeeds **ROBERT BLASHEK,** KCMJ Palm Springs.

INTERNATIONAL

GORDON W. BURNETT, formerly general manager of Radio Guardian, Port of Spain, Trinidad, and manager of CJKL Kirkland Lake, Ont., named president of CHOW Welland, Ont., new 500 w daytime station on 1470 kc. Managing director is **DOUG MANNING,** formerly of CHEX Peterborough, Ont., and sales manager is **ROBERT E. REDMOND,** also formerly of CHEX.

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Station Authorizations, Applications

As Compiled by BROADCASTING
July 10 through July 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Tucson, Ariz.—Board of Regents of U. of Ariz., —Granted ch. 6* (82-88 mc); ERP .933 kw vis., .562 kw aur. ant. height above average terrain 111 ft., above ground 276 ft. Estimated construction cost $173,101, first year operating cost $26,962. Studio-Trans. location Herring Hall, UA campus, Geographic coordinates 32° 13′ 50″ N. Lat., 110° 57′ 9″ W. Long. Trans. ant. RCA. Legal counsel J. Byron McCormick, UA. Announced July 16.

Fajardo, P. R.—Continental Bcstg. Corp.—Granted ch. 13 (210-216 mc); ERP .851 kw vis., .427 kw aur.; ant. height above average terrain 50 ft., above ground 237 ft. Estimated construction cost $35,906, first year operating cost $50,000 revenue $60,000. P. O. address Ponce de Leon Ave. 566, Box 168, Hato Rey, Puerto Rico Studio location Fajardo, P. R. Trans. location Fajardo, P. R. Geographic coordinates 18° 19′ 54″ N. Lat., 65° 39′ 04″ W. Long. Trans. Adler, ant. RCA. Consulting engineer Kear and Kennedy, Wash., D. C. **Continental Bcstg.** operates WHOA San Juan, P. R., and is owned by **William R. Anthony** (71.43%) and others. Mr. Anthony is electronic engineer. Announced July 16.

APPLICATION

Jonesboro, Ark.—George Ternreich, ch. 8 (180-186 mc); ERP 55.69 kw vis., 27.85 kw aur.; ant. height above average terrain 424 ft., above ground 339 ft. Estimated construction cost $212,-164, first year operating cost $100,000 revenue $200,000. P. O. address 601 Garrison Ave., Fort Smith, Ark. Studio-Trans. location, Jonesboro. Geographic coordinates 35° 54′ 23″ N. Lat., 90° 41′ 37″ W. Long. Trans.-ant. GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Robert Silliman & Assoc., Washington. Mr. Hernreich, sole owner, is licensee of KFPW Fort Smith. Announced July 15.

Existing Tv Stations

ACTIONS BY FCC

WXYZ-TV Detroit, Mich.—Waived Sect. 3.613 of rules and granted application to move trans. and studio location to about 1½ miles oustide city limits, increase ant. height from 460 to 1,000 ft., and change ant. system and other equipment.

KXLJ-TV Helena, Mont.—Granted 90-day extension of special temporary authority from July 17 to operate tv intercity relay system for off-the-air pickup of programs of **KXLJ-TV** (ch. 4), **Butte;** without prejudice to whatever action Commission may take on pending application for regular operation.

WKST-TV New Castle, Pa.—Granted application for license to cover cp which changed location of trans. from 3½ miles southeast of New Castle to **Youngstown, Ohio,** following Commission's reassignment of ch. 45 to Youngstown-New Castle.

Translators

ACTIONS BY FCC

Littleton Community Television Association Littleton, N. H.—Granted cp for new tv translator station on ch. 73 to translate programs of **WCSH-TV** (ch. 6), **Portland, Maine.**

Mid-Columbia Community Tv Corp. The Dalles, Ore.—Granted cp for new tv translator station on ch. 77 to translate programs of **KPTV** (ch. 12), **Portland, Ore.**

New Am Stations

ACTIONS BY FCC

Lake City, Fla.—Gator Bcstg. Co.—Granted 1390 kc, 1 kw D. P. O. address 1830 E. Monroe St., Lake City. Estimated construction cost $14,-896, first year operating cost $30,000, revenue $42,000. Equal partners are **Donald E. Dockery, Ray C. Joyner** and **Robert E. Dobelstein.** Mr. Dockery is employe of WDSR Lake City, Mr. Dobelstein is gas station owner and Mr. Joyner has grocery interests. Announced July 16.

Honolulu, Hawaii—Ala Moana Bcstg. Co.—Granted 990 kc, 1 kw unl. P. O. address 156 S. School St., Honolulu. Estimated construction cost $23,250, first year operating cost $28,000, revenue $40,000. Owners are **Robert H. Pearson** (60%) and **Mary K. Wong** (40%). Mr. Pearson is naval engineer and Miss Wong is teacher. Announced July 16.

Berkley Springs, W. Va.—Berkley Springs Radio Station Corp.—Granted 1010 kc, 250 w D. P. O. address Berkley Springs. Estimated construction cost $10,227, first year operating cost $29,700, revenue $36,000. **Thomas B. Butscher, Kenneth E. Robertson** and **Gary L. Daniels,** employes of WKYR Keyser, W. Va., will own 14.3% each. Remainder of stock owned by 63 people. Announced July 16.

APPLICATIONS

Mobile, Ala.—Jemcon Bcstg. Co. 1360 kc, 5 kw D. P. O. address 58 St. Michael St., Mobile. Estimated construction cost $43,659, first year operating cost $78,500, revenue $98,500. **Frank Conwell,** radio and tv consultant, and **Eugene Jamison,** beer distributor, are equal partners. Announced July 16.

Boca Raton, Fla.—Thompson Cassel, 740 kc, 1 kw D. P. O. address Box 501, Gainesville, Fla. Estimated construction cost $14,500, first year operating cost $54,000, revenue $66,000. Mr. Cassel, sole owner, has numerous broadcast interests, primarily in N. Y. and Pa. Announced July 10.

Liberal, Kan.—The Plains Enterprise Inc. 1470 kc, 500 w D. P. O. address Box 432 Alva, Okla. Estimated construction cost $17,300, first year

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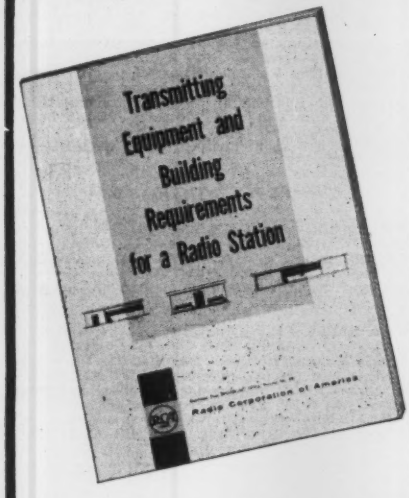

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operating cost $19,270, revenue $43,000. **William Bowman Jr.** (56.8% owner) is in radio-tv sales and service. Announced July 14.

Laramie, Wyo.—Laramie Bcstg. 1490 kc, 100 w unl. P. O. address 22 Kiking Dr., Englewood, Colo. Estimated construction cost $16,777, first year operating cost $36,000, revenue $43,200. Owners are **William Vogel (50%), Mr.** and **Mrs. Grady Maples,** each 20%, and **George Entz** (10%). Mr. Vogel owns 85% of KLOV Loveland, Colo. Mr. Maples has applied for purchase of KTXC Big Spring and KRWS Post, both Texas. Mr. Entz is KGMC Englewood, Colo., continuity chief. Announced July 10.

Existing Am Stations

ACTIONS BY FCC

WDMG Douglas, Ga.—Granted change of operation on 860 kc from 5 kw, D, to 5 kw, DA, U, during critical hours daytime and 10 kw, DA, during non-critical hours daytime; engineering conditons.

KCFI Cedar Falls, Iowa—Is beng advised that application for license must be designated for hearing; afforded KCFI 20 days to reply. Comr. Cross dissented.

New Fm Stations

ACTIONS BY FCC

Athens Ala.—Athens Bcstg. Co. Inc.—Granted 104.3 mc, 1.056 kw. P. O. address Box 386, Athens. Estimated construction cost $7,206, first year operating cost $4,200, revenue $4,500. Applicant is licensee of WJMW Athens. Announced July 16.

Los Angeles, Calif.—Immaculate Heart College*—Granted 88.5 mc, 10 w. P. O. address S. R. Levine, 6399 Wilshire Blvd., Rm. 1007, Los Angeles. Estimated construction cost $2,195, first year operating cost $500. Announced July 16.

Lancaster, Ohio—Hocking Valley Bcstg. Corp.—Granted 95.5 mc, 16 kw. P. O. address % Henry Embrey. Estimated construction cost $22,000, first year operating cost $17,295, revenue $24,018. Applicant is licensee of WHOK Lancaster. Announced July 16.

Lubbock, Tex.—Jack Blankenship—Granted 96.3 mc, 3.59 kw. P. O. address 503 Great Plains Life Inc. Bldg., Lubbock. Estimated construction cost $13,245, first year operating cost $15,000, revenue $15,000. Sole owner Blankenship is in commercial music and radio paging. Announced July 16.

APPLICATIONS

San Diego, Calif.—The Christion Bcstg. Assn., 102.5 mc, 2.4 kw. P. O. address Box 5215, San Diego. Estimated construction cost $23,935, first year operating cost $4,000, revenue $$5,000. Applicant is owned 51% by **Bible Institute of Los Angeles** (KBBI). Announced July 16.

Colorado Springs, Colo.—Fm Colo. Co., 96.5 mc, 24.3 kw. P. O. address 512 S. Tejon St., Colorado Springs. Estimated construction cost $18,040, first year operating cost $26,000, revenue $24,000. **James Russell** and **Robert Ellis** are equal partners. Mr. and Mrs. Russell own 50% of KKTV (TV) Colorado Springs. Mr. Ellis is director of operations, KGHF Pueblo, Colo., and v.p. of KKTV. Announced July 14.

Fort Lauderdale, Fla.—Fla. Air-Power Inc., 103.5 mc, 15.73 kw. P. O. address Box 8067, Fort Lauderdale. Estimated construction cost $13,650, first year operating cost $5,000, revenue $5,000. Applicant is licensee of WWIL Ft. Lauderdale. Announced July 15.

Hazard, Ky.—Mountain Bcstg. Service Inc., 96.5 mc, 15 kw. P. O. address Radio Station WKIC Hazard. Estimated construction cost $16,852, first year operating cost $6,000, revenue $10,000. Applicant is licensee of WKIC. Announced July 10.

Existing Fm Stations

ACTIONS BY FCC

KXLU (FM) Los Angeles, Calif.—Granted cp to change frequency from 88.7 to 89.1 mc and increase power from 10 w to ERP of 630 w. Holds noncommercial authorization.

KCLE-FM Cleburne, Tex.—Granted change from Class A to Class B; frequency from 94.3 mc to 94.9 mc; ERP from 330 w to 6.4 kw; ant. from 190 ft. to 260 ft.; remote control permitted.

Ownership Changes

ACTIONS BY FCC

KTCN Berryville, Ark.—Granted assignment of license from **Pat S. Goolsby** and **James E. Oliphant** to **T. W. Rogers, Fred Ward** and **Mel Lymberry,** d/b as **Ozark Radio** and **Equipment Co.**; consideration $31,473 and assumption of $8,526 liability.

KBOK Malvern, Ark.—Granted transfer of control from **J. C. Cuffman** to **Kermit L. Richardson** and **Ralph M. Wheat**; consideration $42,500.

KGEE Bakersfield, Calif.—Granted transfer of control to **Marterto Productions Inc.** (music publishers and tv film producers) and **Seer Inc.**; involves sale of 90% of stock to Marterto and 10% to Seer for $145,850 and employment of Carl D. Haymond for one year at $875 per month plus share of profit.

KAMP El Centro, Calif.—Granted assignment of cp to **El Centro Radio Inc. (A. E. Andreotti,** president and **Ray Lapica,** vice president); consideration involves Andreotti paying $10,816 for 60% outstanding stock and corporation reimbursing Lapica $10,816 for expenses.

KATT Pittsburg, Calif.—Granted assignment of license and cp to **Contra Costa Bcstg. Corp.** (interest in WONE Dayton, Ohio); consideration $225,000 and employment of two of assignor's principal stockholders as consultants for 4 years at $290 each per month.

KQXM (FM) Riverside, Calif.—Granted assignment of cp to **Alumni Association of School of Medicine of College of Medical Evangelists Inc.**; consideration $6,000 and payment of $12,500 indebtedness.

KVOD Denver, Colo.—Granted assignment of licenses to **Western Bcstg. Enterprises Inc. (Robert L. Howsam,** president; licensee of KINT El Paso, Tex.); consideration $300,000, plus employment of assignor as consultant for 3 years at $10,000 a year.

WWCO Waterbury, Conn.—Granted assignment of licenses to **WWCO Inc. (Herbert Bloomberg,** minority interest in KPAR-TV Abilene, KDUB-AM-TV Lubbock, and KEDY-TV Big Spring, all Texas); consideration $193,000.

WDWD Dawson, Ga.—Granted (1) renewal of license and (2) transfer of negative control from **Fulton National Bank** as executor under will of **Ed Stevens** (deceased) to **Mrs. Ed Stevens**; consideration $15,000 to settle estate.

WNIB-FM Chicago, Ill.—Granted transfer of control to **William C. Florian** by purchase of 25 shares of stock from **Edward L. Merritt Jr.,** for $500 to give Florian 52.8% control.

KOKA Shreveport, La.—Granted assignment of license to **Southwest Bcstrs. Inc.** (KBSF Springhill, La.); consideration $85,000.

KZEA Shreveport, La.—Granted assignment of license to **John McLendon & Associates Inc.** (interest in WBCO Bessemer, Ala.; WNLA Indianola, Miss.; WOKJ Jackson, Miss.; KOKY Little Rock, Ark., and KOKA Shreveport, La.); consideration $100,000; conditioned that assignment not be consummated until McLendon disposes of KOKA.

WIDE Biddeford, Me.—Granted assignment of

Continues on page 100

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Urgently need salesman for fastest growing city in the United States. Prefer experienced married man who has a proven record. Write G. H. McKinnon, KVOR, Colorado Springs, Colorado.

RADIO

Help Wanted—(Cont'd)

Sales

Established Michigan station seeking reliable salesman with ambition and some experience. Commission. Good opportunity. WBCK, Battle Creek, Michigan.

Good opportunity for right man. New station serving Augusta, Georgia, market. $75.00 per week plus ten percent commission, other benefits. Send letter and references. Radio Station WGUS, Box 6278, North Augusta, So. Carolina.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Want good voice and sincere desire to work and learn for $77.00 week to start. Send tape and full particulars. Box 844E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Combo man—1st class ticket—Connecticut—independent daytimer. Good opportunity in growing community. Send resume. Box 917E, BROADCASTING.

Minimum two years commercial experience, at new Pittsburgh regional station. Send tape including news, music, commercials. Also include photograph and resume. Box 920E, BROADCASTING.

Central California coast full-time 1 kw needs music-news dj with 1st class ticket. Send resume-tape. Box 951E, BROADCASTING.

Established, expanding daytimer prosperous east coast agricultural area. Two hours from four metropolitan centers. Need experienced deejay, preferably first phone immediately. Salary open. Box 985E, BROADCASTING.

Good announcer wanted by top-rated N. C. daytimer. Must be versatile. Good pay plus fringe benefits. Chance to become program director. Send resume. Will contact for audition. Box 106F, BROADCASTING.

Immediate opening for lively, fast-paced disc jockey who can double on news. Florida east coast top-rated music-news station. Box 125F, BROADCASTING.

Versatile announcer capable of newscasts and some news editing. Prefer man between thirty and forty, college background, can become program director, starting salary five hundred monthly. Midwest. Box 155F BROADCASTING.

Announcer-first phone; north central; new ownership; $100. Box 163F, BROADCASTING.

Expanding chain with new Pittsburgh area station needs experienced announcers with executive potential. No prima donnas or floaters. We are seeking an experienced man with a desire to settle permanently in a growing company where opportunity for advancement will occur. Personal interview is a must after approval of tape. Send tape and resume immediately. Box 181F, BROADCASTING.

Piedmont indie needs two experienced announcers, 80 weekly. Tape, resume. Box 184F, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejay types. Northern Illinois kilowatt independent. Write age, education, marital status, experience in detail. Personal interview required. Box 187F, BROADCASTING.

Announcer-first phone. Are you 26, married, tired of moving around, looking for a solid good paying position in the mid-west. Are you a good air salesman with voice authority who wants to start at $100.00 per week. Then we need each other. Send background, references, photo, tape to Box 196F, BROADCASTING.

Comboman. Must be good announcer and chief engineer also. Send resume, tape to Al Tedesco, KDUZ, Hutchinson, Minnesota. Salary open.

Wanted, experienced announcer. Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, La.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer: Any class ticket combo. Some experience. No floaters. Give references. Send tape. KRLN, Canon City, Colo.

Wanted, good voice, good delivery and good reputation that will stand inspection to start work immediately for a progressive southeast Missouri station. Apply in person KTCB, Malden, Mo.

Announcer wanted. Good salary. DJ and news, announcing. Must have good voice. KTOE, Mankato, Minnesota.

Announcer experienced all phases needed immediately at five thousand watt NBC station city of 17,000. Permanent position with pleasant working conditions and excellent fringe benefits. No floaters. Prefer applicant from Kansas or adjacent states, but will consider all. Sent tape or disc, references, marital or draft status, recent photo and salary requirements to Jim Heaton, KVGB, Great Bend, Kans.

Good pay and opportunity offered qualified staff announcer. Must be experienced, mature and settled. For interview, contact Bob Webber, KXJK, Forrest City, Arkansas.

Illinois—Announcer, experienced, mature, good commercial delivery (no rock and roll). Send picture, resume, audition WGIL, Galesburg, Ill.

Experienced announcer wanted immediately for new station serving Augusta, Georgia, market. Must be good. Send tape, letter. Radio Station WGUS, North Augusta, S. Carolina.

We're tired of hotshots and green horns. If you're a seasoned and experienced personality who's getting tired of the hurly-burly of big market competition, let us hear from you. Local network station. Comfortable university town. Cosmopolitan atmosphere. We will ask you to work but we're willing to stretch the budget for the right man. Send resume, photograph and tape to WINA, Charlottesville, Va., or call 2-6177.

Central Florida needs two good announcers, one with 1st phone, one without. Progressive 1 kw in shirt sleeve climate. WLBE, Leesburg, Florida.

Technical

Engineer-announcer position available with 5000 watt fulltime independent Wisconsin station. Excellent opportunity with expanding group. Box 962E, BROADCASTING.

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Opening soon for chief engineer with established kilowatt daytimer. Good conditions for right man. WASA, Havre de Grace, Maryland.

Wanted immediately, chief engineer for 1000 watt daytime independent. Wilkes Broadcasting, North Wilkesboro, N. C., phone 633.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

News editor who can gather, write and air local news for tri-county coverage. Must be industrious and dependable. Rush complete details including tape and photo. Box 963E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Are you an experienced sports announcer with a flair for production, and a good commercial voice? Are you interested in learning more about radio station operation on your way to your eventual goal—station manager? Are you interested in exercising these abilities and ambitions with the leading station in a medium midwest market? Write Box 134F, BROADCASTING.

Copy-traffic gal Friday. Experienced. Imaginative. Call or write: Manager, KRIC, Beaumont, Texas.

RADIO

Situations Wanted

Management

Manager—thoroughly experienced all phases. Announcing, traffic, continuity, bookkeeping, ten years in sales. Currently sales manager. Solid, young family man active in community life. Prefer small-medium market. Box 127F, BROADCASTING.

Need station manager with first phone? Write for detailed resume. Box 135F, BROADCASTING.

Manager for small market. 35, married, 11 years radio. Now assistant manager in Chicago area. Former manager of midwest indie. I like Illinois. Box 151F, BROADCASTING.

Manager for medium market, west-southwest preferred. Formerly with McLendon. Currently sales manager Texas market. Family man with good sales record. Income requirement in excess of $10,000 per year. Box 162F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 883E, BROADCASTING.

Long experienced engineer, with first phone, wants to break into sales. Box 120F, BROADCASTING.

11 years in radio-tv sales and sales management. Want opportunity to demonstrate creative selling as sales or assistant manager or manager. Strong on local. Write Box 132F, BROADCASTING.

Young executive with productive ideas and broad background in television, am and fm radio. Looking for opportunity with national or regional sales organization. Will travel or relocate. Box 143F, BROADCASTING.

Want radio-tv sales. Experienced. Straight commission. Midwest, west, Florida. Box 167F, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 856E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 880E, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 881E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 882E, BROADCASTING.

Top midwestern sportscaster, deejay, program director ready for larger market. Football, basketball, baseball. Top local coverage. Box 970E, BROADCASTING.

Assistant pd with B.S. in radio-tv. 1 year experience in production and sales. Box 109F, BROADCASTING.

Young, all around announcer, experience in staff sports, dj work. Box 110F, BROADCASTING.

Twelve years. 5½ present employer. Adult dj. Staff. Box 112F, BROADCASTING.

Texas or California. Need 14 years experience? Radio or tv sports, news, dj, etc. What's your need? Present salary is $160 per week. Wife's health dictates move. Box 136F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

7 years experience—announcing, sales, programming and management. Family, desire to locate in Florida. Above average, expect above average station with opportunities. Box 137F, BROADCASTING.

Negro, CBS experience, television mc "Chicago" personality dj, staff, commercial specialty. Box 139F, BROADCASTING.

News reporter, top flight, available immediately. Employed for two years bureau chief Chicago area indie. Tape, resume, photo, references. Box 140F, BROADCASTING.

Announcer, little experience, ambitious, willing to learn. Can do news, disc-jockey work, commercial copy. Handle own board. Will travel. Box 147F, BROADCASTING.

Professional announcer, nine years all phases, thoroughly trained, dependable, desires permanent position with larger station that compensates for ability and reliability. Prefer southeast; consider major market anywhere. Married, veteran, degree, best references. Box 150F, BROADCASTING.

Mature announcer, experienced: Adult music operation only. Box 152F, BROADCASTING.

First phone announcer/engineer. Morning. Progressive, medium market station. $100. Box 159F, BROADCASTING.

I worship (and can handle) Storz-type operation. Production-minded dj wants work within 200 miles of St. Louis. Musician ten years, veteran, some college, three years experience. Box 165F, BROADCASTING.

Announcer, 1st phone, conscientious, single. Available now. $80, no car. Box 166F, BROADCASTING.

Announcer, dj, first phone, 5 years experience, married, one child. Box 168F, BROADCASTING.

Announcer, dj, located Pacific northwest. No maintenance, will travel. Box 169F, BROADCASTING.

Announcer-engineer. Presently employed, good references, married, west or midwest. Box 171F, BROADCASTING.

Personality dj. 4 years experience, including major market, college; can sell. Box 173F, BROADCASTING.

Announcer—19 years experience. Top flight air salesman and informal persuasive personality doing all-talk shows including news and record shows on network-owned 50 kw stations. Seeking more pleasant life of small to medium size market, radio or tv. Age 40, health excellent. Finest references. Box 182F, BROADCASTING.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, dj. Available immediately. Box 188F, BROADCASTING.

Pop dj, married, vet, 27. Looking for opening in NYC area. Will also relocate in large or medium size market in the east or midwest. Available immediately. Box 192F, BROADCASTING.

Veteran dj with formula that appeals. Personal touch. $110 weekly. Box 193F, BROADCASTING.

Available August 4th, announcer, 6 years experience, news, hillbilly, pop, ad-lib, professional delivery. Box 194F, BROADCASTING.

Announcer-dj, draft exempt, young, knows music. Third phone. Desires location on station going up. Box 195F, BROADCASTING.

First phone: 2 years experience as studio engineer; recent announcing school graduate; desire staff position. Married, college. Resume and tape or personal interview. Box 198F, BROADCASTING.

Disc jockey: Eight years experience. Immediate. Fairmont, West Virginia, 4876 W.

Sportscaster-staff. Seven years experience. Strong play-by-play. Desire sports, staff connection, heavy sports station. Jim Carrington, Lakeview Hotel, Bemidji, Minnesota.

1st phone, no experience. N. Y. or Miami. Married, 34. Peter Cap, 233 Cook, Yonkers 2, N. Y. GR 6-3527.

Announcer, two years. Bob Cole, 234 Crescent St., New Haven, Conn. UN 5-3528.

Young married man wishes announcing position in progressive station upper midwest area. Experienced and excellent references. Contact Donald Erlandson, 1929 Grand Street, N. E. Minneapolis, Minn.

RADIO STATIONS FOR SALE

NORTHWEST

1. Well established full time in excellent market. Gross $85,000. **Down payment $30,000.**

2. Exclusive. Full time. Good market. **$12,000 down.**

3. Good dial position. Full time. Gross close to $125,000. **$50,000 down.**

—Ours is a Personal Service—

ROCKY MOUNTAIN

1. Exclusive. Full time. Needs good management. **$10,000 down.**

2. Excellent property. Doing around $80,000 a year. **For quick sale $75,000 with 29% down.**

—Ours is a Personal Service—

MIDWEST

Exclusive. Daytimer. Very profitable. **90% of stock for $85,000 with 29% down.**

SOUTH

1. Absentee owned. Daytimer. Needs home owned management. **$45,000 with 29% down.**

2. Exclusive. $40,000. **29% down.**

—Ours is a Personal Service—

SOUTHWEST

Excellent daytimer. Gross $10,000 cash collected month. **Control for $69,000 with 29% down.**

EAST

Top market. Daytimer. Full price $325,000. **29% down.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.

LOS ANGELES 28, CALIF.

Hollywood 4-7279

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj. Married, 25, good voice, personality. Wants steady job as announcer or pd. 5 years independent experience. Contact Bob Germain, Cobrain, Mass. Tel.—National 4-3460.

Technical

Chief engineer/announcer, 18 years experience, wants to move west. Good engineer—knows construction and maintenance. Good announcer, no hot-shot deejay. Box 968E, BROADCASTING.

Engineer, 1st phone, 8 years experience am-fm-tv studio control room xmitter operation, routine maintenance. Box 142F, BROADCASTING.

Engineer. First ticket wants relocation anywhere. Single, able to travel. Box 199C, BROADCASTING.

Chief engineer—presently employed desires permanent position capable announcer. Directional and construction experience. 5 years in business. Walt Adams, HO 7-6067, 805 Chicago St., Sheboygan Falls, Wisconsin.

Have first class ticket. Experience operating tv and radio. Fifteen years tv-radio-mobile servicing. Tech school graduate. Ham operator. Herbert F. Halbig, 324 Keyes Ave., Watertown, New York.

1st phone. No experience, willing to announce. Anxious to learn. Available immediately. Glenn Knight, Box 731, Abernathy, Texas.

FCC first phone license preparation; July-August; Monty Koffer, 105 E. 16th Street, Brooklyn, N. Y. BU 2-4622.

1st phone combo man. Two years experience. Dependable. Prefer California. Rod Mitchell 575 Bailey Ave., Mt. View, California.

Production-Programming, Others

Woman continuity director. Twelve years radio-tv. Fast, efficient, versatile. Can supervise traffic. Excellent references. Box 960E, BROADCASTING.

Want experience and proven ability? See, "May I talk to you," television situation wanted, production-programming. Box 123F, BROADCASTING.

Newsman, two years radio-tv writing-airing experience, journalism B.S., wants news job. Family, just released from Army. Box 158F, BROADCASTING.

News production, special events reporting. Metropolitan background. Familiar with network operation. Prefers to stay in major markets. Full details please. Box 160F, BROADCASTING.

News director: Go anywhere; east road, Maine to west point, California, and points between. Experienced, reliable, available soon. Now employed, management knows of ad. Box 161F, BROADCASTING.

TELEVISION

Help Wanted

Management

Commercial manager—Leading vhf station interested in young, aggressive commercial manager with sound business judgment and executive ability. Must have successful record local and national television sales. Incentive arrangement offers excellent opportunity for right man in a growing organization. Replies confidential. WSAV, Savannah, Georgia.

Sales

Experienced tv account executive wanted by medium market midwestern NBC affiliate. Excellent base plus commission. Write giving full details and salary requirements. Box 964E, BROADCASTING.

Top flight sales manager, opportunity with well established NBC midwest television station for a man who feels he can make $10,000 and more on a 600 per month base and commission arrangement. Excellent opportunity in a market with nearly 400,000 tv homes. Start about September 1st. Must be experienced and energetic. Prefer married man. Write giving complete details to Box 178F, BROADCASTING.

Wanted—A reliable salesman with ambition to make money. Television or radio sales experience necessary. You will like our operation, our city, and the financial opportunity we will offer you. Let's talk it over. Write today to J. M. Pennock, Sales Manager, WLEX-TV, Lexington, Kentucky.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Expanding midwest tv station in top 50 markets needs personality announcer skilled in commercial delivery. Send full details, tapes, sound-on-films, pictures. Box 145F, BROADCASTING.

Technical

Technical director, with 1st class license. Actual engineering knowledge secondary; directing primary factor. Live in cool, comfortable Colorado. Send background details. Personal interview desirable, if possible. Box 130F, BROADCASTING.

Staff openings for 3 first phone engineers with KPLO and KDLO in South Dakota. Contact John Gort, KDLO-TV, Garden City, South Dakota.

Television transmitter operator, first phone, for small tv station in Hawaii. Permanent job. Experience not as important as background and ability. KMVI-TV Wailuku, Maui, Hawaii.

Production-Programming, Others

Experienced cameraman to shoot and edit 16mm SOF (single) for tv. Also stills. Food work important. Active midwest affiliate needs commercially-minded craftsman. Box 984E, BROADCASTING.

Production manager: Applications now being accepted for production manager with dominant vhf, NBC affiliate serving over a quarter of a million tv homes. Excellent living and working conditions with above average salary. Applicant must be a qualified announcer-director with good solid background in tv. Please send photo, tape and complete resume. Southeastern location, near beaches. A real opportunity for the right man. Box 131F, BROADCASTING.

We don't want a genius . . . but if you want to head our tv copy and service activities you'd better be talented, smart, creative, experienced, successful, sales-conscious, aggressive, production minded, and ready to move to the leading station in a highly competitive medium midwest market. Tell all and enclose photo when you write to Box 170F, BROADCASTING.

Newsman. Send resume, references, tape, photo, sound-on-film audition if possible, salary requirement. Give full details of reportorial ability. Need good editor with good air delivery. Radio and tv news operation. J. A. Sullivan, WCAX, Box 608, Burlington, Vt.

We need a production manager with vitality, imagination, and creative ability. Excellent working conditions. Good salary. A successful network affiliate in a medium sized mid-western city. This man must be able to train staff in directing, projection and all phases of television station production. If you are looking for an opportunity to grow, to give expression to your ideas, are willing to work hard, send complete details, resume and picture to Box 177F, BROADCASTING.

TELEVISION

Situations Wanted

Management

Manager—top tv station executive with proven record, now employed, seeks greater opportunity. His record shows in facts and figures, highly profitable management of unusually successful small market station. Want market with greater potential and/or more stimulating challenge. Prefers plan involving acquisition of part-ownership to be paid for out of earnings, in exchange for which he offers experience and acumen that will take charge of your property and insure its optimum development. For full particulars, write Box 189F, BROADCASTING.

Announcers

Opportunity embryonic station. Excellent appearance news delivery. Six months radio suburban Washington. Box 925E, BROADCASTING.

TV announcer—fourteen years radio-tv. High professional quality on camera and on mike. Stable, mature, no drinker. Presently employed by one of the top stations in southwest market. Seeking more opportunity. Box 126F, BROADCASTING.

Radio background. Some tv announcer-newscaster-director experience. Available immediately. Roy Mergner, 127 Ramsey Avenue, Keansburg, New Jersey.

Technical

Chief or assistant—Nine years experience in all phases of telecasting construction, maintenance, operation. Reliable family man. Box 115F, BROADCASTING.

Economy move makes first phone available. Experienced television studio, transmitter; also am-fm radio. Box 121F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Employed chief engineer with ten years vhf-uhf experience interested in position as chief, assistant, or supervisor with reliable organization. Box 129F, BROADCASTING.

Production-Programming, Others

May I talk to you? Television news and public affairs director. Work nationally recognized this year. Over four years in medium midwest market. Experienced commercial announcer and writer, plus special events. Some sales. Family man, veteran, seeking permanent position in southern California. College graduate, honor student. Very best of references. Available personal interview anywhere in area, August 10-23. Box 122F, BROADCASTING.

Young man with music background, age 26, single, wishes position of music librarian. Graduates from SRT-TV studios in early August. Box 148F, BROADCASTING.

Director, well experienced in three station market seeks position as production manager or director in larger market. Box 149F, BROADCASTING.

Production manager, 2 years experience, desiring creative job directing and/or producing. BA, MA in theatre. Family man. Relocate for desirable position. Box 154F, BROADCASTING.

Top rated newsman. 11 years experience in all phases of news. Photographer, news gathering, writing, on camera newscasting. Would like news department on one year contract. Box 156F, BROADCASTING.

Production assistant-assist program manager in production, promotion, etc. Experienced, $7800 minimum. Box 174F, BROADCASTING.

Victim of economy cut. Production manager producer/director. Ten years experience. Local, network, agency, commercial film production. Seek permanent position. Now located southern California. Will relocate. Much interested in Canadian television. Excellent references. Married. Box 191F, BROADCASTING.

Anxious to begin directing career. University Wisconsin graduate, radio-television major, advertising minor. Extensive WHA-TV training. Northwestern University-NBC Television Institute. Go anywhere, do anything. Jim Young, 2309 Sheridan, Evanston, Illinois.

FOR SALE

Stations

Major market highly rated station $350,000.00 29% down, must prove financial reliability before property will be revealed. Box 846E, BROADCASTING.

Negro race station, medium market, $85,000 total, $20,000 down. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Northwest single station market, $90,000, terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Maine $125,000; Iowa $80,000; Minnesota $75,000; Florida $68,000; Missouri $90,000; Georgia $350,000; Iowa $600,000; Maryland $35,000; Arizona $200,000; Oklahoma $450,000; Virginia $75,000; UHF $160,000; Pennsylvania $100,000; Michigan $450,000; Texas $35,000; West Virginia $68,000; Florida $300,000; Pennsylvania $168,000; Michigan $70,000. Please write Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts.

Northeast medium markets (2), $275,000 and $200,000; single station market, $65,000. Chapman Company, 17 East 48th Street, New York.

Upper south single station market, $50,000, ½ cash. Medium market, $50,000. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

5 kw am transmitter, Gates model BC 5A, available in 30 days. Price $6,250.00. Box 128F, BROADCASTING.

Operating Western Electric limiter with instruction book. First reasonable bid takes our spare unit. Spare tubes included. KAGR, P. O. Box 247, Yuba City, California.

FOR SALE—(Cont'd)

Equipment

KOCS, Ontario, California will soon go 1 kw and has for sale self-supporting standard am 263 foot tower above base complete with lighting. You dismantle and purchase F.O.B. Ontario, California. Also G.E. fm and G.E. am 250 watt transmitter in good condition. Priced right as package or separate. Call, wire or write Ed Jansen, KOCS, Ontario, California.

Standard transcription library. Approximately 1,000 selection standard popular, music-comedy, organ. New condition. KPVA Camas, Washington.

RCA 86-A1 limiting amplifier. In excellent condition, complete with tubes. Ready to operate. $125.00 F.O.B., WHFB, Benton Harbor, Michigan.

1 kw Gates BC-1J transmitter like new—remote controlled and antenna coupler, value new $4532.00—sell for $3500.00 cash—FOB, Little Rock —going 5 kw. Write John McLendon Associates, 509 Lamar Building, Jackson, Miss.

Television monitors—broadcast and industrial—cabinet, rack, custom chassis models—8"-$195.00; 14"-$215.00; 17"-$219.00; 21"-$259.00. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

Federal 101-B field meter with vibrator supply. Good condition. Russ Salter, 914 S. Catherine, La Grange, Illinois. Best offer.

One slightly used Ministudio portable studio. Shopper Stopper Co., Northwest Bank Building, Brookings, S. D.

500 ft. self supporting Ideco lighted tower with 75 ft. 8 bay Federal squair loop fm antenna 1250 ft. three and one-eighth in. 51½ ohm. Transmission line like new will sell cheap all or part. J. D. Williams, Box 3213, San Antonio 11, Texas. WA 2-5661.

196 foot self-supported Ideco triangular tower with or without 6 bay Western Electric cloverleaf fm antenna and approximately 400 ft. type 452 Andrew 3⅛" transmission line. Tower now in place on building. Also, 231 foot Truscon triangular self-supporting tower with A-3 lighting and base insulators, disassembled and ready for immediate shipment. Also, Western Electric 25B console in excellent shape. Glenn Callison, Dir. of Eng. the McLendon Stations, 2104 Jackson St., Dallas, Texas.

WANTED TO BUY

Stations

Responsible broadcaster seeks station in small-to-large market in North or South Carolina or southern Virginia. Prefer Piedmont area. Desire fulltimer but will consider daytimer under right conditions. Broker or individual replies answered. Write Box 133F, BROADCASTING.

New England station, $100,000 or under. Give complete details. Box 138F, BROADCASTING.

Equipment

Wanted—Good mobile remote dj and news unit. Specify equipment, condition and price. Reply Box 972E, BROADCASTING.

Educational station wants used tv mobile truck without video equipment at reasonable cost. KTCA-TV, St. Paul, Minnesota.

5 or 10 kw RF amplifier for fm broadcast band. Contact WKIC, Hazard, Ky.

One Magnecorder, PT6 series. State condition and price. Contact: Karl Kuck, WPON Pontiac, Michigan.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Manager wanted willing to invest $30,000.00 in profitable Florida station and operate. Confidential. Box 845E, BROADCASTING.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

RADIO

Help Wanted

WANTED

By successful, network, AM-TV operation about to enlarge its plan for profit-sharing and stock-ownership on top of good present pay:

2 engineers
2 announcers
2 salesmen

to take place of men who express opposition to a real incentive pay system.

Interested parties may write in complete confidence. Send full details of education and experience in first letter. Station has union contract. Box 175F, BROADCASTING.

Sales

WANTED

Experienced salesman with minimum 2 years experience. Prefer announcer-salesman. Send all information and sales record to

Box 186F, BROADCASTING

SALES PROMOTION MANAGER

Proven sales background. Man between 32 and 44. Apply:

Harvey Hudson
General Manager
WLEE
Richmond, Va.

Announcers

TOP

Announcer-continuity writer for 5000 watt top Pulse rated east coast station. Apply:

Harvey Hudson
General Manager
WLEE
Richmond, Va.

RADIO

Situations Wanted

Announcers

HOW'S CHANCES

Wanted: wide-open chance to capture faithful daytime audience with knowing record selection (no lists), live songs, interesting commercials. We're husband and wife, two years deejays, previous background strong. One good salary satisfies us. We can be loyal for $10,000-15,000, depending on area living costs. TV possible. All replies considered.

Box 153F, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

Production-Programming, Others

I want to be
PROGRAM DIRECTOR
of your radio station . . . IF

- ★ *your station is in the black*
- ★ *13 years of experience will help you*
- ★ *you want adult programming*
- ★ *you need a leader*

Please . . . no "top 40" replies.
Box 190F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Can you sell? Would you like selling in the fastest growing, highest prosperity TV market in Texas? Can you direct other salesmen in a maximum local effort? If you can, contact Box 197F, BROADCASTING.
Inquiries held in confidence.

Production-Programming, Others

IMMEDIATE OPENING
PROMOTION--PUBLICITY MANAGER

Must be strong on creativity, sales presentations, promotion planning and, above all, initiative. Send resume, picture and salary requirements to: Ted Eiland, WLOS-TV, Asheville, N. C.

TELEVISION

Situations Wanted

Production-Programming, Others

PROGRAM EXECUTIVE

- Background includes:
  CBS-NBC Networks
  and
  Net Owned Stations
- Credits include:
  O&O Program Manager
  Net Producer,
  Direct, Talent
- Extensive experience ALL phases station operation.

Outstanding references.

Box 144F, BROADCASTING

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

WANTED TO BUY

Stations

TWO TOP RADIO OPERATORS

Looking for immediate purchase of radio station in top 100 markets for our active management. Financially responsible. Send all details including latest P & L in strict confidence. We are not brokers. Write Box 146F, BROADCASTING.

MAY WE BUY YOUR STATION?

Present AM operators want to hear from New England owners with property for sale. Must be market of 100,000 or less. Present staff would be maintained. Only our ideas and operating capital would come into the market. Currently profitable operation important but not completely essential. All replies treated strictly, mutually, confidentially.

Box 183F, BROADCASTING.

EMPLOYMENT SERVICES

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Relocate in the Progressive South
FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA

- Copy writers
- Announcers
- Technicians
- TV Production
- Salesmen
- Artists

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA

FOR THE RECORD *Continued from page 94*

license to Biddeford-Saco Bcstg. Corp. (**J. Alan Jasper**, president); consideration $55,000.

WLAV-AM-FM Grand Rapids, Mich.—Granted transfer of control to **Harmon L. Stevens** and **John F. Wismer**, d/b as **Stevens-Wismer Bcstg. Co.** (WHLS Port Huron, and WBSE Hillsdale, Mich., and interest in WLEW Bad Axe, Mich.) and Milton W. Bush; consideration $45,000 and assumption of $133,000 indebtedness to transferor, plus employment of latter at $25,000 for 5 years.

K83AA, K73AE Redmond, Ore.—Granted assignment of tv translator licenses to **Redmond JC-Tv Inc.** (**Maurice F. Roberts**, president); no consideration.

WHWL Nanticoke, Pa.—Granted assignment of license to **Wyoming Radio Inc.** (**E. D. McWilliams**, president); consideration $75,000.

KMBL Junction, Tex.—Granted assignment of license to **Charles W. Evans II**, and **Jo Fred Evans**, d/b as **Junction Bcstg. Co.**; consideration $24,000.

KVII (ch. 7) **Amarillo, Tex.**—Granted transfer of control to **Television Properties Inc.** (**Jack C. Vaugh**, president; various officers have interest in KOSA-AM-TV Odessa); consideration $136,052.

KADO Marshall, Tex.—Granted assignment of license to **Marshall Bcstg. Corp.** (**William Sinkin**, president, has minority interest in KCOR San Antonio); consideration $33,000.

WPLH Huntington, W. Va.—Granted assignment of license to **The Tierney Co.** (WCHS-AM-TV Charleston); consideration $112,375.

KTHE Thermopolis, Wyo.—Granted assignment of license to **Big Horn Basin Bcstg. Co. Inc.** (**Hugh R. Graham**, president); no monetary consideration; by letter, denied request by KRTR Thermopolis, for hearing.

APPLICATIONS

KGEN Tulare, Calif.—Seeks assignment of license from **San Val Bcstrs.** (**Gene Mitchell** and **Robert McVay**) to **The R St. Corp.** for $75,000. New owners are **R. O.** and **George McMahan** who own controlling interest in licensee of KMAK Fresno, Calif. Announced July 10.

WAHL Hastings, Mich.—Seeks assignment of license from **Donald Garey** to **Barry Bcstg. Co.** for $42,500. Purchaser is composed of several small stockholders. Announced July 10.

KHAD-TV Laredo, Tex.—Seeks assignment of permittee (**Vidicon Industries of America**) to **Southwestern Pub. Co.** on five-year lease basis for $190,000. Southwestern is owned by **Donald Reynolds** who has interest in KBRS Springdale, KFSA-AM-TV Fort Smith, both Arkansas, KHBG Okmulgee, Okla., and KLRJ-TV Henderson, KOLO-AM-TV Reno and KORK Las Vegas, all Nevada. Announced July 10.

KXLE Ellensburg, Wash.—Seeks assignment of license from **Wash. Bcstg. Co.** to **Western Bcstrs. Inc.** for $92,000. Western is owned 52% by **G. Morgan McBride**, industrial gas manufacturer, and 48% by **Donald McBride**, one-third owner of KWLK Longview, Wash. Announced July 15.

Hearing Cases

FINAL DECISIONS

Commission announces that decision in protest proceeding involving **WJR, The Goodwill Station Inc.** (WJRT, ch. 12), **Flint, Mich.**, adoption of which was announced July 9, has been amended prior to release in light of the U. S. Court of Appeals decision in *Carroll Bcstg. Co.* vs. *FCC*, and, as amended, was adopted on July 15 by Comrs. Doerfer (Chairman), Hyde and Bartley; Comr. Lee dissented.

By order, Commission (1) made effective immediately initial decision of June 2; (2) denied protest by **WDMG Inc.** (**WDMG**) **Douglas, Ga.**, and (3) affirmed Feb. 20, 1957 grant of application of **Fernandina Beach Bcstrs.** for new am station (WSIZ) to operate on 1310 kc, 1 kw D, in Douglas.

OTHER ACTIONS

Donald W. Huff; Equitable Pub. Co., Lansdale, Pa.—Designated for hearing competing applications for new am stations to operate on 1440 kc, 500 w DA, D; made WCOJ Coatesville, and WSDL Carbondale, parties to proceeding.

Musical Height Inc., Braddock Heights, Md.—Designated for hearing application for new am station to operate on 1370 kc, 500 w DA, D; made WAYZ Waynesboro, Pa., and WFMD Frederick, Md., parties to proceeding.

Robert A. Corley, College Park, Ga.; Harvey S. Hester, Smyrna, Ga.—Designated for hearing mutually exclusive applications for new am stations to operate on 1570 kc, 1 kw D.

Paul A. Brandt, Gladwin, Mich.—Designated for hearing application for new am station to operate on 1450 kc, 100 w unl.; multiple ownership and overlap issues.

WRUS Russellville, Ky.—Designated for hearing application to increase power on 610 kc from 500 w to 1 kw, continued daytime operation; made WTVN Columbus, Ohio, and WSGN Birmingham, Ala., parties to proceeding.

By memorandum opinion and order, Commission denied petition by **Continental Telecasting Corp.** (am stations KRKD and KRKD-FM), **Los Angeles, Calif.**, for rule making to assign ch. 58 to Los Angeles-Pasadena. Los Angeles now has 10 tv channel assignments, 7 of which are vhf and 3 uhf. Comr. Lee dissented.

By memorandum opinion and order, Commission denied "extraordinary petition to enlarge issues by **Joseph M. Ripley Inc., Jacksonville, Fla.**, to include determinations of whether or not **Dan Richardson, Orange Park, Fla.**, has made misstatement of material fact and/or has omitted to state material facts regarding his finances and whether such misrepresentations and/or omissions by Richardson were deliberate, in Jacksonville-Orange Park am proceeding.

By order, Commission dismissed as moot petition by **Cy Blumenthal**, tr/as **Denbigh Bcstg. Co., Denbigh, Va.**, to enlarge issues in proceeding on am applications of Denbigh and South Norfolk Bcstg. Co. Inc., South Norfolk, Va. Latter application has been dismissed.

By memorandum opinion and order, Commission (1) denied petition by **Mass Communicators Inc.**, for reconsideration of Jan. 17 actions which granted application of **Jane A. Roberts, Cedar Falls, Iowa**, to replace expired cp for new station (**KCFI**) to operate on 1250 kc, 500 w DA, D, and which returned petitioner's application for same facilities; and (2) denied motion by Roberts to dismiss petition of Mass. Comr. Ford issued concurring statement.

Snake River Radio and Television Co. Inc., Salmon, Idaho—By memorandum opinion and order, denied petition to waive Sec. 1.354 (c) of rules on processing applications by file numbers to give earlier consideration to Snake River application for new am station.

WKTV (ch. 13) Utica, N. Y.—At request of Copper City, ordered hearing on show cause order of April 23, in **Albany-Schenectady-Troy-Vail Mills** proceeding as to why WKTV should not operate on ch. 2, same to be expedited; made **Van Curler Bcstg. Corp.** (WTRI, ch. 35), Albany, party to proceeding.

Jefferson Standard Bcstg. Co.; WBTW (TV) (ch. 8) **Florence, S. C.; WBTV** (ch. 3) **Charlotte, N. C.**—Is being advised that applications for new tv studio-transmitter-link system between Florence and Charlotte indicate necessity of hearing.

By separate orders, Commission finalized rule making and amended Class B fm allocation table, to

Add ch. 282 to **Athens, Ala.**, to permit grant of new fm station there to Athens Bcstg. Co. Inc.;

Add ch. 235 to **Cleburne, Tex.**, to provide Class B channel for KCLE-FM, now Class A station, and

Shifted ch. 238 from **Columbus** to **Lancaster, Ohio**, to provide channel for new fm station in Lancaster proposed by Hocking Valley Bcstg. Corp.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven on dates shown

Granted motion by **Eastern States Bcstg. Corp., New Bedford, Mass.**, for extension of time to July to file petition for review of order of Hearing Examiner in **New Bedford, Mass.**, ch. 6 proceeding. Action July 11.

Granted petition by **Acadian Television Corp., Lafayette, La.**, for extension of time to July 23 to file response to petition of Broadcast Bureau to enlarge issues in **Lake Charles-Lafayette, La.**, ch. 3 proceeding. Action July 14.

Granted petition by **Farmington Bcstg. Co., Farmington, N. M.** for an extension of time to July 23 to file replies to petitions to enlarge issues in Farmington, N. M., ch. 12 proceeding. Action July 14.

By Chief Hearing Examiner James D. Cunningham on the dates shown

Scheduled hearings on following proceedings on date shown: **Oct. 10**—am applications of **Leavenworth Bcstg. Co.** (KCLO), **Leavenworth, Kan., Wichita Beacon Bcstg. Co. Inc.** (KWBB), **Wichita, Kan., Bowie-Nocona Bcstg. Co.**, and **Montague County Bcstg. Co.**, both **Bowie, Tex.** and **Clarion Bcstg. Co.**, and **County Bcstg. Co.**, both **Clarion, Pa.** Actions July 11.

With consent of all parties, ordered Hearing Examiner Herbert Sharfman to preside in further hearing on am applications of **B. J. Parrish, Pine Bluff, Ark.**, and **James A. Noe** (KNOE), **Monroe, La.**, and prepare supplemental initial decision in accordance with Commission's decision released July 10 in Dockets 11323 et al. Action July 14.

By Hearing Examiner H. Gifford Irion on the dates shown

Granted motion by **Herbert Muschel, New York, N. Y.**, for extension of time from July 15 to Aug. 1 to file proposed findings in proceeding on its fm application and that of **Independent Bcstg. Co.**, and **New Bcstg. Co. Inc.**, both **New York, N. Y.** Action July 10.

Granted petition by the Broadcast Bureau for continuance from July 10 to July 23 to file proposed findings in proceeding on am application of **Austin Radio Co., Austin, Tex.** Action July 14.

Cancelled oral argument now scheduled for July 14 and scheduled hearing conference for 2:00 p.m., July 18, in proceeding on am applications of **Charles S. Bramlett, Torrance, Calif.**, et al. Action July 14.

By Hearing Examiner Thomas H. Donahue on July 10

Granted joint motion by applicants for postponement of hearing and continued hearing from July 14 to Sept. 16; on Examiner's own motion

scheduled prehearing conference for Sept. 2, in proceeding on am applications of **Nick J. Chaconas, Gaithersburg, Md.**, et al.

By Hearing Examiner Herbert Sharfman on July 14

Granted motion by **Capital Bcstg. Corp.** (WCAW), **Charleston, W. Va.** for an extension of time from July 14 to July 28 to file reply to proposed findings and conclusions in proceeding on its am application.

By Hearing Examiner Charles J. Frederick on the dates shown

Scheduled prehearing conference for Sept. 11 in **Moline, Ill.**, ch. 8 proceeding.

Granted motion by applicants for extension of procedural dates and continued indefinitely dates for exchanging written direct cases and for hearing (July 10, and July 21, respectively) in proceeding on am applications of **Pompano Beach Bcstg. Corp., Pompano Beach, Fla.**, et al. Action July 14.

By Hearing Examiner Millard F. French on the dates shown

Scheduled prehearing conference for 9 a.m., July 30, in proceeding on am application of **WLBE Inc. (WLBE), Leesburg-Eustis, Fla.** Action July 9.

Scheduled oral argument for July 18 on joint petition for leave to amend and opposition thereto, continued hearing presently scheduled for July 28 to a date to be set by subsequent order, and scheduled prehearing conference for July 18 immediately following oral argument in Tampa-St. Petersburg, ch. 10 proceeding. Action July 10.

By Hearing Examiner Annie Neal Huntting on July 10

Issued statement and order following first prehearing conference in proceeding on am application of **James S. Rivers Inc.** (WJAZ), **Albany, Ga.**; hearing scheduled for Sept. 24, and Sept. 2 for exchange of exhibits.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 11

WKGN Knoxville, Tenn.—Granted acquisition of negative control by **Abe D. Waldauer** through purchase of stock from **Guy L. Smith III.**

KGPC Grafton, N. D.—Granted acquisition of positive control by **Clayton G. Matheson** through purchase of stock from **Elton W. Ringsak**, et al.

WLAN-FM Lancaster, Pa.—Granted license covering change of type trans.

KPEN Atherton, Calif.—Granted cp to increase ERP to 18 kw and make changes in ant. system; ant. height 1700 ft., and change type trans.; condition.

KTES Nacogdoches, Tex.—Granted mod. of cp to change ERP to vis. 16.6 kw, aur. 9.12 kw, ant. height 290 ft.; installation new trans., ant. system and other equipment change.

KIFI Idaho Falls, Idaho—Rescinded action of July 2 granting application for license to change facilities, installation new trans., make changes in ant. system and change ant.-trans. location.

WFUM Flint, Mich.—Granted request for cancellation of license. Call letters deleted.

KELL Kellogg, Idaho—Granted request for cancellation of cp. Call letters deleted. Economic and difficulty in location of site for station. Reasons given.

WAAM-FM Parkersburg, W. Va.—Granted authority to discontinue normal program operations for period of 60-90 days pending complete reappraisal of various aspects of continued operations.

KZOL Muleshoe, Tex.—Granted extension of authority to sign-off at 4 p.m. CST, for 60-day period starting July 15.

WSB-FM Atlanta, Ga.—Granted extension of authority to remain silent for additional 30 days or to and including Aug. 7.

KBEN Carrizo Springs, Tex.—Granted extension of authority to sign-off at 7 p.m. except for special events for 90-day period starting July 22; financial difficulty reason given.

WSUI Iowa City, Iowa—Granted authority to reduce hours of operation to minimum of 6 hours daily from Aug. 11 through Sept. 26—university vacation.

KIYI Shelby, Mont.—Granted change of remote control authority while using nondirectional ant.

WSB-FM Atlanta, Ga.—Granted extension of completion date to Aug. 7.

Actions of July 10

WTRO Dyersburg, Tenn.—Granted assignment of license to **Southern General Bcstg. Co.**

WMAR-TV Baltimore, Md.—Granted transfer of control from **John E. Semmes** and four others as voting trustees to **John E. Semmes** and six others as voting trustees.

WCBE Columbus, Ohio—Granted cp to decrease ERP to 11 kw, ant. height to 530 ft., and installation of new type ant.

WZIP Covington, Ky.—Granted cp to install new type trans.; remote control permitted.

WLBK De Kalb, Ill.—Granted cp to install new type trans.

KASY Auburn, Wash.—Granted mod. of cp to change type trans., delete ground screen, and change studio location; remote control permitted.

WEDU Tampa, Fla.—Granted mod. of cp to change ERP to vis. 13.7 kw, aur. 6.85 kw, ant. height to 490 ft., change studio and trans. location, type of trans., make changes in ant. system and other equipment changes.

Following stations were granted extensions of completion dates as shown: **WSCM Panama City Beach, Fla.**, to July 31, and **WHOH (FM) Hamilton, Ohio**, to Aug. 12.

Actions of July 9

KMEL Wenatchee, Wash.—Granted relinquishment of negative control by **John E. Goslin** (50%) and **Craig R. Lawrence Jr.** (50%) through sale of stock (16⅔%) from John E. Goslin and (16⅔%) from Craig R. Lawrence Jr. to **Phillip E. Rather.**

KTIS, KTIS-FM, KNWS, KFNW, Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary, Minneapolis, Minn., Waterloo, Iowa and Fargo, N. D.—Granted mod. of licenses to change name to **Northwestern College, Bible College, College of Liberal Arts, Theological Seminary.**

KEPR Kennewick - Richland - Pasco, Wash. — Granted mod. of license to change name to **KEPR Inc.**

WMCA New York City, N. Y.—Granted cp to install new trans. as alternate main trans. at present main trans. site.

KSFE Needles, Calif.—Granted cp to install new type trans.

WTCN Minneapolis, Minn.—Granted cp to install old main trans. as aux. trans. at present main trans. site; remote control permitted.

WRLD Lanett, Ala., and West Point, Ga.—Granted authority to remain silent pending repairs for period of 30 days.

KDFW Cedar Hill, Tex.—Granted authority to remain silent to Sept. 3 pending approval of application to change frequency from 107.9 mc to 99.5 mc.

WCMY Ottawa, Ill.—Granted authority to sign-off at 7 p.m. CDST, for period July 14 to Sept. 30, except for special events.

WDSK Cleveland, Miss.—Granted extension of completion date to Aug. 24.

Action of July 8

WAGR Lumberton, N. C.—Granted authority to reduce hours of operation from unlimited to daytime only due to nighttime directional being out of adjustment and pending action on application for daytime hours of operation for period ending Oct. 7.

Action of July 7

KWHN Fort Smith, Ark.—Granted acquisition of positive control by **M. Bershof** and **J. H. Friedman** (business privity) through purchase of stock from **Mrs. Virginia Whiteside.**

COMMERCIAL STATION BOXSCORE

As Reported by FCC through June 30

	AM	FM	TV
LICENSED (all on air)	3,218	526	418[2]
CPS ON AIR (new stations)	35	22	93[2]
CPS NOT ON AIR (new stations)	100	86	109
TOTAL AUTHORIZED STATIONS	3,353	634	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	39	52
APPLICATIONS FOR NEW STATIONS (in hearing)	124	18	73
TOTAL APPLICATIONS FOR NEW STATIONS	536	57	125
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	261	24	49
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	307	24	66
LICENSES DELETED	1	0	0
CPS DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through July 16

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,028	52	103	554
FM	524	25	92	61
TV (Commercial)	415[1]	93[2]	111	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 16

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-6760
DENVER
1700 Broadway
AComa 2-3623

This is the kind of hold our station has on people

How do you measure loyalty?

Not by the bare figure of our daily audience (747,640 TV homes). Not by the lines drawn on our coverage map (41 counties in 3 states). And not by a mere addition of their purchasing power ($3,361,973,000 last year). Here in the WHIO-TV area these figures are most impressive — but how, and to what extent, do they apply to you?

In full measure, we say, from the vantage point of living with our audience. *Its* loyalty is expressed through mail counts and ratings, in which we excel year after year. *Our* loyalty, through programming of many public service features — and through such details as no triple spots.

Let George P. Hollingbery tell you how these dual loyalties transfer in depth to sponsors' effort. He and his rate card mean *exactly what they say.*

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **JAMES G. COMINOS,** *vice president, tv-radio, Needham, Louis & Brorby, Chicago*

But will they like it in East Cupcake, Iowa?

EDITOR'S NOTE: Earlier this year Time *ran an article on the origination of the* Steve Allen Show *from Havana. A section of that article reads as follows:*

"How About East Cupcake?"—When Mamie Van Doren slipped out of her evening gown behind a poolside screen and reappeared in a bathing suit, an advertising-agency man with a sharp eye on rehearsals objected that the strapless suit looked too much like underwear. "This stuff may be O.K. for Havana," he said, "but how about East Cupcake, Iowa? That's where I'm from. I carry it around up here in my head. . . ."

The alert agency man to whom Time *referred is the author of this week's* MONDAY MEMO.

AS the *Time* reporter picked up from my remarks at the Steve Allen rehearsals (after I had pushed my eyes back in and insisted on modifying Mamie) East Cupcake, Iowa, is a "dream" town of mine that I carry about in my mind. It is a place that I go mentally on many occasions, particularly when some of those border-line decisions are required.

East Cupcake—or maybe you prefer San Strudel or New Gingerbread—typifies in my mind the atmosphere, the community, the people that we in this broadcasting industry shouldn't forget . . . rather we should aim toward as we select and build programs and commercials. But forget it we often do—or even brush it off.

Let's look a little closer at East Cupcake.

During the score or more years I have spent in the advertising whirl, I have thought of East Cupcake, Iowa, as "THE United States." It is sane, home-spun and fundamental, made up of doctors, lawyers, housewives, merchants, farmers—college grads and not.

Of course, East Cupcake is not only "in" Iowa. It can be many areas, a section of New York City, a suburb of Chicago, somewhere in Florida, or Oregon. Wherever, its broadness of perspective is what probably makes the difference.

The difference between what?

Between the relatively narrow little world in which much of the business of network television and radio is conducted. Where the top talent, creative and production people are gathered, saddled with the responsibility of producing the greater volume of programs and commercials.

Usually this group is working at a feverish pace, with little time for anything but their work. And, consequently, scurrying about in their own little world and society, it is not difficult to get so close to the cue cards that one loses sight of East Cupcake.

For instance?

Well, I am reminded of one of the truly great entertainers of our time, a star with outstanding talent and keen perception. After several highly-successful years on the air, his ratings steadily dropped when his satire often tended to over-exaggeration, his sketches poked fun at people and places that have come to be accepted in a sacred sort of way. But critics, friends and associates—the star's people—praised these performances as they expressed the likes and desires of their limited world, not the big, broad one beyond.

Unfortunately, the star listened to his cronies. He lengthened the skits, didn't realize when to stop. Some ran as long as 20 to 25 minutes. They became a major part of the show but not a generally-popular part since there was no mass appeal. East Cupcake had been forgotten.

Programs on the air today occasionally go off on a somewhat similar tangent. Particularly is this so of network tv variety shows, with their guest stars and consequent sketches. Gags and ad libs about in-trade people and places, inside play to the studio audience lay a big-size egg in my hamlet. Sure, everybody in the business knows we shouldn't, but remember that forest and its trees.

Among drama productions, the psychological-type plays, oftentimes with an unhappy ending or no ending at all, never attract the response and ratings that say an anthology series does. The so-called heavier drama doesn't quite cut a swath, as evidenced by their disappearance from the networks.

Now let's look on the other side of the roster. Red Skelton rolls on and on with substantial audiences because the zany characters he portrays on his show, the skits he presents, are familiar to THE PEOPLE. The same is true of much of Jackie Gleason's material. Or most of the Bob Hope routines.

They have the common touch. So do shows like *Father Knows Best* and *Ozzie and Harriet*. Or the westerns, as is evidenced by their ratings.

And then there is the *Ed Sullivan Show*. You can't beat good juggling, tumbling and animal acts—plus name stars—for broad appeal. And, therefore, you can't beat the record Ed Sullivan has chalked up on tv.

On one occasion, I have read, Ed offered Bette Davis $10,000 to appear on his show. She was in a Broadway revue at the time, doing a take-off on Tallulah Bankhead, and Ed wanted Miss Davis to repeat it on his Sunday night program. But she absolutely refused. Bette Davis said that Tallulah was merely a New York name and not famous enough around the country!

Right or wrong, it looks as though Bette Davis also has an East Cupcake, Iowa!

And, as I mentioned earlier in this memo, that is an Utopia that all of us in broadcasting-advertising must have to reach the great majority of the public, if we want to attract them, keep them and sell them. Program and commercial content must be kept tasteful and tuned to the eye and ear of the people beyond the programming and production circles.

That is absolutely mandatory if we are going to keep this industry moving ahead, and in cases like Mamie Van Doren and her bathing suit—man! that takes will-power!

James George Cominos, b. March 24, 1914, Chicago. After Northwestern U., to BBDO in 1936, handling copy, research, radio publicity and later production-direction. After Marine service as Major, returned to BBDO N. Y. in 1946 as account executive. Following year became radio-tv director of LeValley Inc., later was vice president and general manager, pioneering in tv activity in 1950. Joined Needham, Louis & Brorby Inc., Chicago in 1951 as vice president and account supervisor and became director of radio-tv department in 1953. Promoted to vice president in charge of all radio-tv operations and elected to board of directors last May.

The Carroll Case

THE Circuit Court of Appeals in Washington, which has installed itself as a super-FCC, many times has upset the FCC's regulatory applecart. But never before has it dealt a blow equalling that delivered in what to all appearances was an innocuous, routine case involving an appeal of a daytime station in a little Georgia town which wanted no competition from a new daytimer proposed in an equally minor hamlet 12 miles away.

The court [LEAD STORY, July 14] held that the FCC must take into account the economic effect of a new station if the new competition would impair service to the public. In so doing, it knocked out the time-honored concept of survival of the fittest. It opened a Pandora's box of potential evils that threaten regulation of station rates and profits and could force program evaluation, which is tantamount to censorship.

It is almost impossible to exaggerate the turmoil that the three-man court's opinion can provoke. It is a clear case of overriding the will of Congress. It could make of broadcasting a public utility. Government protects public utilities against undue competition. In return it regulates the rates, specifies the service and limits the profits.

FCC Chairman Doerfer says the decision introduces the "planned economy approach" to the regulation of broadcasting. That is the equivalent of saying broadcasting must now be regulated as a public utility. To be protected against undue competition, it must pay the price of liberty as a free medium.

The FCC, understandably, is in a dilemma. As things stand, any existing station, whether radio or tv, can oppose a new station in its market simply by citing the Carroll Case, implemented by the protest section of the law—309 (c). The FCC then must determine whether the service of the existing station or stations will be impaired to the point where the public will not get as good service. So the FCC must become economist, marketing expert, accountant, program appraiser and efficiency expert. It hasn't the inclination, manpower, money or expertise to do these things. Meanwhile, the effect could be a freeze on all applicants where an existing station merely raises the economic issue.

The FCC cannot operate in a fog of uncertainty. It must appeal the Carroll Case to the Supreme Court and, in the interim, seek a stay of mandate.

If the Supreme Court should, perchance, sustain the lower tribunal, the only recourse then left would be for Congress to clearly restate that broadcasting is not a public utility and that it enjoys the privileges of the First Amendment. This procedure becomes necessary because at this late date the appellate court, in one short and obviously misguided opinion, has vitiated a body of law that has taken 30 years to build.

People

BROADCASTING is electronic entertainment, and journalism and enlightenment. It is microphones and cameras and wires; studios, film, sets and music.

Broadcasting is all these things. But basically, broadcasting is people. People with talent, ideas and ideals. People who sell, manage and coordinate. People on the move.

Important people are on the move all the time in broadcasting. At NBC, Robert W. Sarnoff moved up to the board chairmanship, continuing as chief executive officer. Robert E. Kintner moved from an executive vice presidency to the presidency, in recognition of the notable strides made by the NBC tv network since he took over operations 18 months ago. He learned network operations at ABC, after a brilliant career as a journalist and a wartime stint in Army public relations. At ABC, a bright young fellow, Ollie Treyz took over the tv network presidency a few months ago.

There was another significant move announced last week—this one into retirement. Walter J. Damm, after 36 years of remarkably active service in broadcasting, retires next September as vice president-general manager of WTMJ-AM-TV, the *Milwaukee Journal* stations. He was 65 last Saturday (July 19).

Walter Damm has been responsible for more innovations in the business of broadcasting from the station operation standpoint than perhaps any broadcaster in history. And, in his irascible, cantankerous, almost surly way, he has always run one of the best broadcast operations in the country.

Drawn for BROADCASTING by Adam Dumack

". . . and now for an hour of uninterrupted music."

Behind that crusty exterior, Walter Damm over the years has possessed one of the most alert, creative minds in the business. Many of his ideas and innovations are today SOP in broadcasting. In the late '20's, he conceived the "participating" program spot announcement—the lifeline of radio station operation. In 1930, he established the first standard station cost accounting system, emulated generally. He is credited, in 1933, with making the first coincidental telephone listener survey—the precursor of ratings. In 1941 he designed what he called Milwaukee's Radio City, engineered for am, fm and tv, five miles from downtown Milwaukee. Tv moved in in 1947 without major changes in studios. This began the trend away from downtown locations.

It was logical, too, that Walter Damm should figure in trade association, code and other organizational activity in broadcasting—always in the forefront. He was the kind of person who, after getting a project under way, would walk out in a fit of temper if it didn't suit him. This happened quite often.

He was president of the NAB in 1930-31. He helped write the radio code and served on the first tv code review board. He helped negotiate the first ASCAP contract in 1932. He was in on the organization of the National Assn. of Regional Broadcasters. He was the first president of the Fm Broadcasters Inc. He served on the first board of BMI. He was an organizer of the Newspaper Owned Stations group. He served on the Board of War Communications created by the FCC in 1942. He was president of Television Broadcasters Assn., formed in 1947, until it combined with NAB in 1951. He was a member of NBC's radio advisory committee, and organized the NBC-TV Affiliates of which he is still chairman.

As we started to say, broadcasting is people. Walter Damm is and has been one of the more important people in broadcasting virtually from its beginning.

The Marines Had Landed

A new crisis in the Near East. U. S. Marines land in Lebanon. An emergency session of the U. N. Security Council is convened. Repercussions from every corner of the globe.

Radio and television carry the news instantaneously. Regular programming, including commercials, is canceled by networks and stations to clear for events as they happen.

What the newspapers publish the morning after is old hat. Most of America's 170 million have heard and seen the news the night before.

This is American broadcasting. This is broadcasting under our free enterprise system.

From 10:00 to 11:00 pm, Monday thru Sunday,

Bill Ingram News
10:00-10:15 p.m.
Sunday through Friday

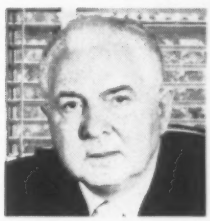
Johnny Morris Weather
10:15-10:20 p.m.
Monday through Saturday

Dick Nesbitt Sports
10:20-10:30 p.m.
Monday through Saturday

Bob Ryan News
10:00-10:15 p.m.
Saturday

this KSTP-TV lineup reaches 73% more

"The Man Who Was There"
10:15-10:30 p.m.
Sunday



"Federal Men"
10:30-11:00 p.m.
Monday

"Badge 714"
10:30-11:00 p.m.
Tuesday

"Mr. District Attorney"
10:30-11:00 p.m.
Wednesday

homes than the nearest competitor . . .

"Highway Patrol"
10:30-11:00 p.m.
Thursday

"Waterfront"
10:30-11:00 p.m.
Friday

"Sheriff of Cochise"
10:30-11:00 p.m.
Saturday

"Music Bingo"
10:30-11:00 p.m.
Sunday

45% of total viewers* in the 4-station Twin City Area of 748,000 TV homes!

Check availabilities in this period TODAY.

*ARB METROPOLITAN AREA REPORT, JUNE 1958.

KSTP television

Basic NBC Affiliate

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL 5